

PUT YOUR STORE ON THE RADAR

How physical retail in 2026 and beyond will once again take centre stage in your brand strategy

A WHITEPAPER POWERED BY DATA + LOCATION + TECHNOLOGY





At Brand Potential, we believe a store is no longer just a point of sale; it's a brand ambassador. In a world of digital noise, physical presence is your greatest asset - if you know how to activate it. We partner with mJourney to turn location data into a measurable growth engine.

Let's light a spark.

A QUICK LOOK AT WHAT'S INSIDE

How to use Location-Based Advertising (LBA) to drive store visits, strengthen brand experience and boost local conversion, without compromising scale or brand consistency.

Why physical stores are more than points of sale and how to leverage their unique role in brand experience and the customer journey.

How franchise models, owned stores, and pop-up concepts apply LBA in campaigns that are both centrally managed and locally relevant.

Where your target audience moves and how to reach them with location-based media beyond the high street - from sports grounds to new-build neighbourhoods.

Which KPIs truly matter: from footfall uplift and Store Visit Rate to behavioural data and Return on Ad Spend.

Practical tactics and examples you can apply immediately, tailored to your retail model and audience.

Real brands with real results

- From Street to Shelf: How Sneak Energy boosted **Tesco sales by +20%** with Location-Based Advertising.
- A targeted LBA campaign accelerated rate of sale after Sneak Energy secured Tesco Northern Ireland listings - delivering **18,548 store visits at just £0.53 per visit.**
- Global Brands, Local Impact: Driving foot traffic for **Selfridges, Hugo Boss, and Adidas.**
- How precision geofencing captured the international traveler for global retailers, **converting international visitors into in-store shoppers.**
- Exceeding expectations: Home & Interior Mall, Woonmall Alexandrium based in Rotterdam, generated **22,500+ showroom visits** - 200% above target using LBA.

In short: a guide full of inspiration and practical tools for brands, retailers, and marketers who want to harness the power of location, data, and physical experience for maximum impact, both in-store and beyond.



Let's dive in

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01. WHY PHYSICAL RETAIL MATTERS MORE THAN EVER

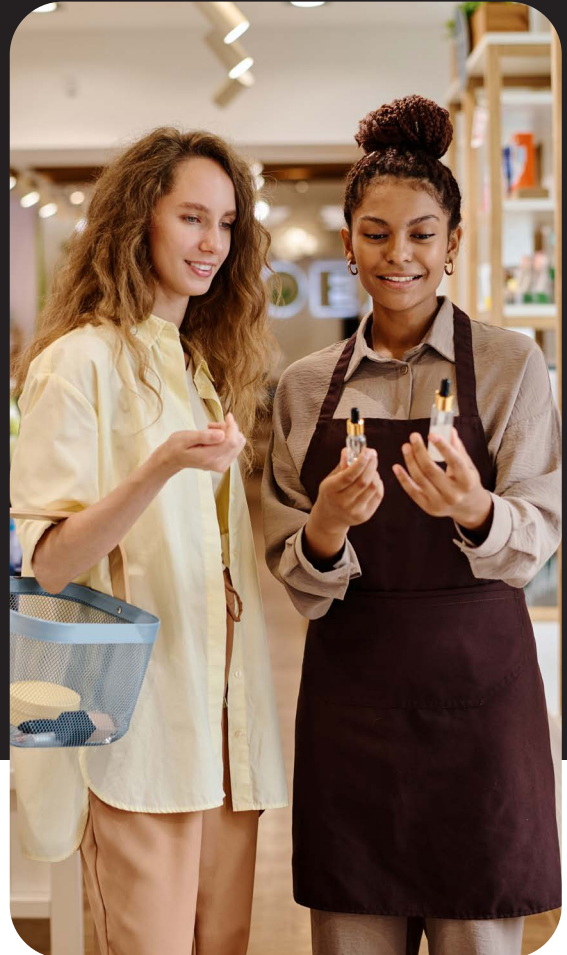
From Footfall to Experience - The evolving role of the store

The function of the physical store has fundamentally changed. Where it once centered on transactions and traffic, today it is about experience, relevance, and brand expression. The store is no longer merely a place to buy - it is a place to feel, discover, and connect.

Consumers orient themselves online but seek reassurance, service, and trust in the physical world. That makes every store visit more valuable and more strategic. Retailers who recognize this use their stores not just to sell, but to build relationships, tell stories, and create lasting impressions.

Footfall is no longer the goal. What matters is the quality of the visit: who walks in, why they come, and what they do next. A store that responds to this dynamic - with the right atmosphere, service, and relevance - becomes a powerful growth engine.

The challenge? In a fragmented, high-pressure world, you must reach the right people and persuade them to show up physically. That requires a new mindset, one focused not on "crowds," but on relevance, timing, and precision.



The impact of e-commerce, inflation, and changing consumer consumer behaviour

Retailers operate in an environment that has structurally changed. E-commerce has not only expanded the playing field; it has also raised consumer expectations. Over 80% of UK consumers research online before visiting a store (Google/IPSOS, 2023). The store must therefore deliver what a screen cannot: personal advice, tactile experience, and immediate fulfilment.

Economic pressure also reshapes behaviour. Inflation has made consumers more price-conscious: three in four UK consumers have adjusted purchasing behaviour due to inflation (ONS, 2025). This makes each store visit a more deliberate decision and each marketing touchpoint more critical.

Shopping patterns have shifted. The "classic" shopping trip is being replaced by flexible, contextual visits: stopping into a store during a lunch break, whilst commuting, or close to home. Today, 44% of UK consumers prefer shopping within 15 minutes of their home or workplace (Retail Economics, 2025). This means that proximity and timing are no longer secondary factors, they are decisive.

In this reality, relevance outweighs reach. To make physical retail effective, you must know where your customer is, what drives them and be meaningfully visible there.



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WHY PHYSICAL RETAIL MATTERS MORE THAN EVER

Physical Stores as Brand Builders and Revenue Accelerators

A physical store is more than a sales channel, it is a powerful brand platform. Especially in an era when digital contact is fleeting, a store provides depth, trust, and memorability.

A well-designed store communicates who you are as a brand. Its design, service, and experience are tangible proof of your promise. Research consistently shows that a physical presence strengthens brand perception for most consumers, building trust in ways that digital channels alone cannot replicate.

At the same time, the store is a commercial accelerator. Visits demonstrably lead to higher conversion, provided they are relevant and well-timed. Consumers who enter a store after online orientation show higher purchase intent and spend more per transaction (Retail Economics, 2024).

Physical retail works on two levels: it builds brand equity and drives sales performance. But this only works if you know who your customer is, where they are, and when your message resonates. That is where modern retail marketing begins.



02. RETAIL STRUCTURES, OPERATING MODELS, AND THE ROLE OF LOCATION

Franchise vs. Owned & operated stores and why structure defines your marketing approach

How a retailer is organized determines who makes decisions about marketing and how quickly actions can be taken. In a franchise model, the framework is often set by headquarters, but execution lies with the local entrepreneur. Owned and operated chains, by contrast, manage everything centrally. Both models come with their own strengths and challenges.



Franchise: Freedom backed by local knowledge

In franchise models, headquarters usually define strategic direction. But the marketing budget and execution are partly or fully in the hands of the franchisee. This can create variation between stores but also opportunity. Franchisees know their neighbourhood, their customers, and what works locally. With the right tools, they can activate effectively where it matters most.

vs.

Owned & operated: Central efficiency, local blind spots

In chains where all stores are company-owned, control lies entirely with headquarters. This makes national campaigns efficient and consistent. But local nuances, such as the differences between a city centre and a suburban location can sometimes be overlooked. That is a missed opportunity, since in-store experience differs per location.

Budgets: central, local or both?

Who controls the marketing budget defines the scope for action. In centrally managed models, budgets sit with the marketing department. This ensures oversight, economies of scale, and a unified brand image. But local signals often arrive too late or receive insufficient attention.

In franchise stores, entrepreneurs are often co-responsible for investment, sometimes supported by a marketing fund. This requires flexibility: central tools that make local activation easy are crucial.

Hybrid models, where baseline budgets are deployed centrally whilst local options are enabled, offer the best of both worlds.



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RETAIL STRUCTURES, OPERATING MODELS, AND THE ROLE OF LOCATION

Key challenges: speed,
relevance, and capacity

Retailers with centralized strategy
but decentralized execution often
face three recurring challenges:

Time & agility

Campaigns are planned centrally well in advance, whilst local realities shift faster, due to events, weather and stock levels.

Local relevance

A national message does not resonate everywhere. What works in a city may fall flat in a suburb.

Marketing knowledge

Not every entrepreneur is a marketer. Without the right support, activity is either too limited or too random.

The solution? Provide both structure and freedom. Tools, templates, dashboards, and central support allow everyone to act quickly and effectively.



CHALLENGES IN SPEED, RELEVANCE AND CAPACITY



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THE ROLE OF LOCATION IN BRAND EXPERIENCE AND CONVERSION

A physical store is more than a point of sale, it is a tangible anchor of the brand. Location forms the bridge between brand identity and lived experience. It is precisely where your customer lives, works, travels, or relaxes that the opportunity to connect arises. Not with a generic message, but with a contextual story that resonates.

Relevance around the store as a driver of visits

The area around the store is crucial. The decisions that lead to a visit are rarely made inside the store, but on a street corner, at a bus stop, during a lunch break, or whilst scrolling on the train. These are the micro-moments that determine whether someone walks in or walks past.



Location-Based Advertising (LBA) enables retailers to act on those moments. Mobile ads can activate within one kilometer of a store, tailored to time of day, audience, or even weather conditions. The power lies not in reach, but in combining proximity, urgency, and context. The message "20% off today near you" works only when it is truly near you.

Physical and digital: a two-way engine for brand activation

The biggest gain lies in the interplay between physical presence and digital activation. People orient online but seek confirmation offline. They see an advert, check directions, pass by the store and then decide. Or they visit a store, scan a product, and complete the purchase later online.

Location is the bridge between these two worlds. It allows marketers to connect real-time marketing with real-time behaviour.

For instance: a customer browses a home décor website, receives a location-triggered advert for a nearby showroom, visits the store, and completes the purchase. In this interaction, location becomes an active driver of both brand experience and conversion - not a passive "dot on the map," but a dynamic point of connection between brand and consumer.

LBA as the smart connector

Location-Based Advertising enables national campaigns to become locally relevant without compromising brand consistency. It works equally well for both franchise and owned models.

Campaigns can be created centrally but adapted dynamically per store, based on location, behaviour, mobility, or seasonal factors. For example, a tailored message within a store's one- or three-kilometer radius.

In franchise systems, LBA also makes it easier to incorporate local flavor. Entrepreneurs can adapt campaigns without diluting brand identity. And with results measurable per store, both headquarters and local outlets gain insight into what really works and can continuously optimize together.



Next: What LBA really delivers

03. LBA DEMYSTIFIED: WHAT LOCATION-BASED ADVERTISING REALLY DELIVERS

Location-Based Advertising (LBA) is a digital marketing approach in which adverts are served based on a user's geographic location. This happens in real time, often on mobile devices. The goal: deliver relevant messages at the right moment, in the right place, driving both awareness and action.

It may sound technical, but the principle is simple: connect location, context, and intent. Not scattershot, but precision targeting. Think of an advert showing you that a new collection has just arrived, precisely when you are 500 meters from the store. Or a lunchtime offer that appears on your phone as you walk past a supermarket.

How does it work?

LBA makes use of:

Geofencing

Virtual boundaries around a location (e.g., a store, event, or neighbourhood). When someone enters the zone, an advert is triggered.

Beacon technology & GPS data

For ultra-precise location detection, such as in busy shopping areas or malls.

Mobile IDs & behavioural data

Build audiences based on previous location patterns (e.g., frequent supermarket shoppers).

Real-time optimization

Campaigns adapt continuously based on traffic, weather, time of day, stock levels, or store visits.

The result: visibility where and when it matters most. And all of this without cookies, but with measurable impact.



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WHY NOW? FIVE DEVELOPMENTS MAKING LBA ESSENTIAL

The timing for LBA is no coincidence. Five developments make this approach more relevant than ever:

01 The disappearance of third-party cookies

The market is shifting towards privacy-friendly targeting. Opt-in location data is becoming the new standard for relevant reach.

02 The digitisation of physical retail

Stores are becoming smarter: opening hours, stock levels, product launches - everything is available in real time. LBA aligns seamlessly with this through dynamic, data-driven creative.

03 The growing demand for measurability

Retailers want proof that their media spend drives traffic. LBA makes this transparent through metrics such as Store Visit Rate, dwell time, and footfall uplift, all without relying on cookies.

04 Rising consumer expectations

People are accustomed to personalized online experiences and they now expect the same offline. Location-driven activation meets this expectation directly.

05 Increased pressure on local marketing performance

Especially in franchise or hybrid models, there is a need for central control and local relevance. LBA provides balance: scalable, data-driven, and locally impactful.

Conclusion

In a world where consumer behaviour is fragmented, privacy rules are tightening, and retail competition is intensifying, LBA offers a direct route to relevance. It is scalable, real-time, and 100% measurable.



04. SECTORS IN FOCUS: HOW SMART LOCATION STRATEGIES ADAPT

From central control to local relevance: LBA in practice

Location-Based Advertising has become an indispensable element of retail marketing. What began as ‘visibility around the store’ has evolved into a scalable, data-driven approach that enables brands to engage closely with their audience wherever they are: on the move, at work, during leisure, or right before the moment of purchase.

For retailers operating with franchise or hybrid models, LBA offers a practical solution to connect national brand campaigns with local realities. Campaigns may be designed centrally, but can be tailored per store based on stock, audience, timing, or specific objectives. After all, a store in central London will require a different rhythm than one in Reading or Leicester.

At the same time, LBA creates opportunities beyond the immediate store environment, reaching people where they go about their daily lives, get inspired, or spend their daily lives. Across different retail categories, smart applications are possible. Below, we outline key examples showing how location-driven campaigns deliver value across retail types.

“Engage fashion lovers where they live and play, not just where they try on.”

Fashion & Sportswear Nike, H&M, JD Sports

- Visibility in high streets and malls remains essential, but real value comes from presence at sports grounds, gyms, skate parks, and festivals.
- Campaigns adapt to lifestyle and season: back-to-school, new collections, major sports events.
- Targeting also considers weather or movement behaviour (e.g., foot traffic in city hubs) to boost local activation.



Electronics Currys, MediaMarkt, Coolblue

- Consumers research online but often decide on the move.
- LBA is applied around offices, transport hubs, and tech events, with dynamic messaging about stock, cashback offers or launch dates.
- In franchise or multi-store models, campaigns are adapted per location to reflect availability and local performance.



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LBA IN PRACTICE

Supermarkets

Tesco, Sainsbury's, Co-op

- LBA is activated not only around stores but also at key decision points: petrol stations, residential areas, nurseries, or car parks.
- Local targeting is critical for store openings, holiday promotions, or weekday lunch campaigns.
- Independently run branches can link their own initiatives to central campaigns whilst maintaining brand consistency.

“LBA is not a standalone tactic - it is a way to make marketing decisions better aligned with the reality of retail”

Home & Living

IKEA, DFS, Habitat

- LBA is used around new-build neighbourhoods, DIY stores, and retail parks.
- Targeting can also focus on estate agents, removal routes, or postcodes with high relocation intent.
- Visitors to inspiration events or showrooms can be retargeted during the orientation phase.

Luxury & Cosmetics

Rituals, Selfridges Beauty, Space NK

- Brands in this segment activate around universities (for skincare), airports, business hubs, or fashion events.
- Messaging is subtle and premium, often tied to seasonal promotions, limited editions, or loyalty programmes.
- LBA is also used for in-store activations during product launches or exclusive events.

LBA is not a standalone tactic - it is a way to make marketing decisions better aligned with the reality of retail: per location, per category, per moment. It strengthens national campaigns, enhances local relevance, and brings brands to where consumers live their lives.

Pop-Up Stores

Uniqlo, Concept Cafés

- Speed is everything. Pop-ups use LBA around event venues, food halls, festivals, and city centers to become visible fast.
- Retargeting visitors of similar concepts or nearby locations drives repeat visits.
- Campaigns are short but hyper-relevant: tuned to time, location, and audience behaviour.





05. FROM STRATEGY TO STORE TRAFFIC: CASE STUDIES THAT INSPIRE

Theory only matters when it delivers in the real world.

In this chapter, we highlight practical cases that show how Location-Based Advertising drives footfall, brand experience, and measurable sales impact.

Examples from practice

The following examples illustrate how leading retailers and brands, across malls, fashion, luxury, and sportswear, have successfully applied LBA. From disruptive energy drinks brand Sneak Energy and Tesco in Northern Ireland

to Woonmall Alexandrium, and international icons like Hugo Boss, Adidas, and Selfridges, these cases prove how location-driven strategies can scale from local activations to global campaigns targeting international travelers.

Each example demonstrates:

- How strategy was translated into local activation.
- What targeting and formats were used to capture the right audiences.
- Which KPIs were measured and how results translated into commercial value.

Together, they offer a playbook for retailers who want to put their stores back on the radar and turn their physical presence into a growth engine.





TESCO



CASE STUDY

Driving sales through location-based media

Objective & Context

Founded in Manchester in 2018, Sneak Energy is a fast-growing challenger brand in the energy drinks market. Originally rooted in gaming culture, the brand built its early success through powdered energy products sold direct-to-consumer online, cultivating a loyal following among gamers, students, and young professionals.



Following private equity investment in 2021, Sneak expanded beyond its original niche audience into ready-to-drink products and retail distribution. Entering physical retail became a key growth driver, but also a new challenge: how to build in-store visibility and rate of sale in a category dominated by established players such as Red Bull and Monster.

In 2025, Sneak secured listings in Tesco stores across Northern Ireland, creating an opportunity and a challenge. To support strong rate of sale and unlock broader UK distribution, the brand partnered with mJourney to run a location-based display campaign designed to drive footfall to Tesco and boost Sneak sales at shelf level.

Campaign parameters

Market

Northern Ireland (Tesco estate - 20 stores, later optimized to 10 focus stores)

Period

12 January – 8 February 2026
(+ 15 days attribution window)

Audience

18–24s, students & young professionals, gamers, gym-goers, manual & shift workers

Channel

Mobile display (location-based, data-driven footfall campaign)

SNEAK ENERGY & TESCO



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The strategy

From awareness to in-store action

To influence in-store Sneak sales, the campaign was designed around real-world movement and Tesco store locations, not just online reach: Location-based targeting: Targeting users in relevant geographic zones around Tesco stores, with a specific city-radius strategy around Belfast and additional coverage of smaller commuter towns. Use of proximity tactics (500m and 1km) to reach people close to store locations at relevant moments.

Footfall optimization

Focus on apps with strong geolocation signals (news, sports, hobbies, etc.) to accurately measure store visits.

Time-of-day alignment with purchase behaviour

Initial measurement window focused on 11:00–14:00 “lunch” traffic to capture “Meal Deal” behaviour. After building a data baseline, the window was expanded to 07:00–09:00 “commute” to reach shoppers planning their day and picking up meal deals en route.

Audience & creative mix tailored to Sneak’s profile

High-responsiveness segments included gamers & nerd/geek culture, young professionals, and blue-collar workers & shift workers. Standard display formats (320×50, 300×250) were used at scale, with additional larger formats where inventory allowed. Creative message: “LEVEL UP YOUR LUNCH - Available at Tesco (selected stores),” linking Sneak to Tesco’s in-store lunch occasion.

SNEAK ENERGY & TESCO



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Media performance

Strong reach, exceptional footfall efficiency

Key takeaway

Even with a slightly lower CTR than planned, the campaign massively over-delivered on store visits, achieving more than 8x the planned maximum visits and at a fraction of the expected CPV. This is a strong signal that the location and audience strategy was highly effective at driving store traffic to Tesco.

Planned vs. actual (campaign level):

KPI	Planned	Actual
Visits (modelled)	1,530–2,240	18,548 (7,754 unique)
Cost per visit	£6.54–£4.46	£0.53 (all visits) / £1.26 (unique)

Proving influence on Tesco sales

mJourney integrated footfall metrics with Tesco sales data to pinpoint 10 priority locations based on high-intent consumer clusters. To move beyond baseline performance, the campaign transitioned into a “Test & Control” optimization phase. This pivot concentrated media weight on high-potential stores whilst maintaining a control group, linking location-based activity to a measurable increase in Sneak’s rate of sale.

Store selection and test vs. control approach:

The campaign
initially ran across 20 Tesco stores.

Based on
mid-flight footfall and sales analysis, media was concentrated in the final week on 10 high-potential stores, whilst the remaining 10 acted as a natural control group.

The effect
This allowed mJourney to isolate the “uplift effect” of concentrated, hyper-local media activity on Sneak sales in Tesco.





Store performance overview

All 20 locations

Clear patterns emerged

Before isolating the best performers, average weekly sales were analyzed for all 20 participating Tesco stores across three phases: campaign period, attribution window (two weeks immediately post-campaign), and extended post-campaign period.

This estate-wide view showed that performance naturally varied by store, but several clear patterns emerged:

Majority uplift

Most stores showed stable or improving sales across the attribution and post-campaign windows, indicating a broad positive effect from the campaign.

Role of store type and location

Urban, lunch-mission and commuter-driven stores tended to outperform more remote or general-grocery locations, reinforcing the importance of store mission and catchment in planning retail media.

This full-estate analysis provided the evidence base for the Test & Control design and directly informed which locations became the focus of concentrated activity.



WITH THE RIGHT
FOCUS PATTERNS
BECOME CLEAR



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TESCO

Key levers

What worked for Tesco

Hyper-local concentration drives measurable uplift

Shifting budget from all 20 stores into 10 best-performing locations created a clear uplift vs. control and allowed for isolated measurement of Sneak's contribution to Tesco sales.

Geographically smart planning supports Belfast as the commercial hub

Adverts often reached users in smaller commuter towns, with conversions (store visits) happening in Belfast stores, confirming a "Commuter Conversion" pattern: awareness built in residential areas → conversion in central Tesco stores near work or study.

Audience alignment with brand and mission

Gamers, geek culture, and young professionals showed strong engagement and footfall. These audiences map closely to Sneak's core consumer, which increased the likelihood that visits to Tesco translated into Sneak product sales rather than generic grocery purchases.

Standard formats, measurable outcomes

The 320×50 and 300×250 formats delivered the bulk of impressions and visits, achieving strong CTR and footfall at an efficient CPV. This shows that retail sales impact can be delivered without relying on scarce, high-impact formats, a useful insight for scalable retail media programmes.



Learnings for UK retail marketers

From a UK retail and retail media perspective, this case demonstrates:

- 01 Location-based display can be tied directly to in-store sales**
By combining footfall measurement, store-level sales data, and store grouping (test vs. control), Sneak and Tesco could clearly show that digital media investment led to higher Sneak rate of sale.



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Learnings for UK Retail Marketers (continued)



- 02 Optimization should be store- and mission-led, not just media-led**
Smaller cities had lower traffic availability, so saturating them with display does not necessarily translate to incremental sales. Focusing on urban hubs, commuter flows, and lunch/commute windows proved more effective in shifting sales.

- 03 Footfall is a means, not an end**
In this campaign, raw footfall volume alone was not a perfect predictor of Sneak sales performance. Qualitative factors (reason for visit, meal deal relevance, store role in the network) are critical when planning retail media investment.

- 04 Sustained effects beyond the campaign window.**
The fact that uplift remained at +16% two weeks post-campaign shows that retail media can build short-term sales spikes and a degree of ongoing behavioural change (repeat purchasers; brand added to the shopper's repertoire at Tesco).



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SNEAK ENERGY X TESCO

Summary

A measurable uplift

In Northern Ireland, Sneak partnered with mJourney and Tesco to run a mobile, location-based display campaign designed to increase Sneak's rate of sale in selected Tesco stores. By combining city-radius and proximity targeting, smart retargeting, and time-of-day optimization around the lunch and commute missions, the campaign delivered 18,548 store visits (7,754 unique). This represents a 728% increase over the original visit target, achieved at an average cost of just £0.53 per visit - a 92% reduction in Cost Per Visit compared to the initial forecast.

Crucially for Tesco, the activity translated into a measurable uplift in Sneak sales: across eight priority stores with sales data, sales increased by an average of 20% in the two weeks following the campaign, stabilizing at +16% in the subsequent fortnight. Concentrating investment on a subset of high-potential stores, and focusing on audiences such as gamers, geek culture, and young professionals, proved that location-based display can be used not only to drive qualified footfall, but to deliver clear, store-level sales impact for retail partners.

“What really stood out was the optimization process”

“Working with mJourney gave us a much clearer understanding of how digital media translates into real-world store visits and sales. Their ability to combine smart location-based targeting with precise timing meant we were reaching the right audiences at the moments that mattered most.”

“What really stood out was the optimization process. mJourney didn't just run the campaign — they continuously refined it, using real-time signals to improve performance and demonstrate what was driving footfall. The transparency in linking media activity to store outcomes gave us confidence in both the strategy and the results.”

“As a result, we saw a measurable uplift in store visits and gained valuable insights into when and where our customers are most likely to convert. mJourney has become a partner in helping us bridge the gap between digital and physical retail performance.”



Tim Donald

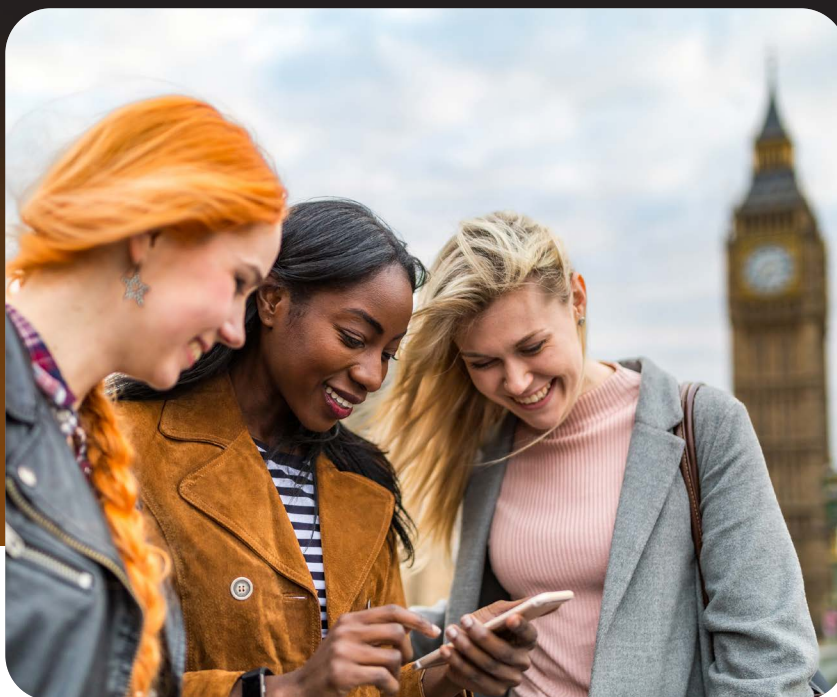
Chief Creative Officer Sneak Energy

CASE STUDY

Targeting international shoppers

Turning global travelers into local shoppers

International travelers, tourists, business visitors, students, are not just footfall; they are premium shoppers. They explore, spend, and bring global brand cachet. Five campaigns, when united, illustrate a powerful, repeatable playbook for UK retailers seeking to capture this high-value audience.



“By combining culture, language, and precision geofencing, mJourney helps global retailers - from luxury fashion to global sportswear - turn international visitors into engaged, in-store shoppers.”

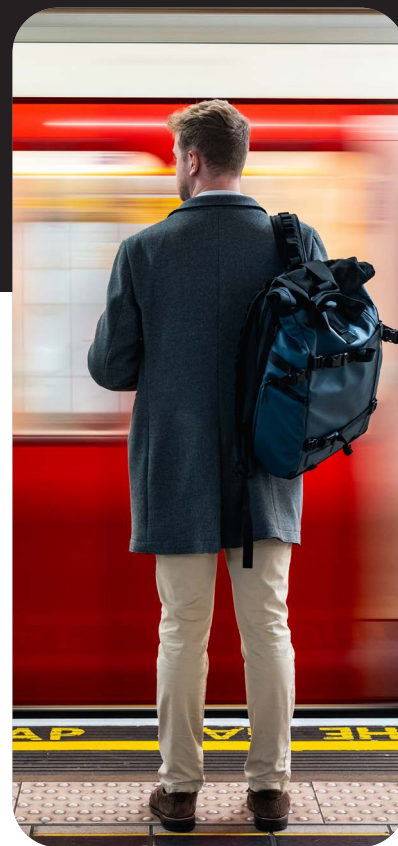


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Market context

Why international shoppers matter

- **Inbound tourism bounces back:**
In 2024, the UK welcomed 42.6 million inbound visits, generating £32.5 billion in spending, 5% above 2023 and 14% above 2019 in nominal terms.
- **London's dominance:**
London captured £16.3 billion in spend, with 10.4 million international visits delivering £7.4 billion in the first half of 2024.
- **Shopping tourism boom:**
Globally, shopping-related tourism represents approximately 30% of tourism spend, projected to reach USD 588.5 billion by 2033.
- **Policy challenge:**
The end of tax-free shopping has cost London's West End £310 million in H1 2025, whilst Europe gains share of spend.
- **Why it matters:**
For UK retailers, winning international customers back is critical for growth.



Approach across campaigns

- **Geofencing & precision targeting:**
From flagship stores in Birmingham and Paris to Heathrow Airport terminals.
- **Audience segmentation:**
Based on SIM-card origin, language settings, telecom data, and premium third-party lists.
- **Cultural & language tailoring:**
Dynamic creatives in Chinese and Arabic, aligned with moments like Chinese New Year and Golden Week.
- **Premium publisher environments:**
Adverts across trusted fashion, lifestyle, and Chinese-language domains.



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The results accross brands of targeting international shoppers



- **Selfridges:**
Store locator CTR uplifted by +62% after optimization, outperforming retail benchmarks.
- **L'Oréal YSL (Heathrow):**
Achieved a 12% click-to-store conversion rate with a stable 0.31% CTR.
- **Watches of Switzerland:**
Multilingual campaigns saw Arabic audiences engage at 0.58%, whilst Chinese audiences drove the highest store visits (2,783).
- **Hugo Boss:**
Scaled successfully across 8 stores with consistent performance during Chinese New Year.
- **Adidas (Paris, Golden Week):**
Delivered 3,696 store locator clicks (0.47%, above 0.40% benchmark) and 708 measured visits, with the strongest response among male shoppers aged 18–25, showing sports retail's appeal to international audiences.

Key learnings

- **Cultural alignment works:**
Campaigns tied to Chinese New Year and Golden Week delivered stronger engagement.
- **Precision is needed:**
Audience-first targeting ensures precision and efficiency, especially for international segments.
- **Dynamic creatives work:**
Dynamic creatives (real-time distance, language-sensitive banners) consistently outperformed static adverts.
- **Relevancy was high:**
Strategies scale across luxury, duty-free, and sportswear, making them relevant to the full retail spectrum.



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The economic value of international campaigns

Beyond the uplift in benchmarks and footfall, the economic value of these campaigns is clear. International shoppers spend on average two to three times more per trip than domestic customers, which means that every measured store visit carries disproportionate commercial value.

Next-generation capabilities

Since the campaigns with Selfridges, Hugo Boss, YSL, Watches of Switzerland, and Adidas, mJourney has advanced its toolkit to a new level:

Real-time Footfall Dashboards

Live visibility into campaign performance. Store visits tracked by location, audience segment, and creative exposure in real time.

AI-Powered Audience Modelling

Beyond traditional targeting, AI models integrate travel behaviour, device data, and demographic profiles to predict the most likely store visitors.

Multi-Channel Orchestration

Synchronized activations across programmatic display, social media, mobile, and DOOH ensure consistent messaging throughout the traveler's journey.

These next-generation capabilities mean that if the earlier campaigns were run today, they would achieve even greater reach, stronger efficiency, and higher measurable uplift.



CASE STUDY

Woonmall Alexandrium: Boosting showroom visits

with data-driven location campaigns

Woonmall Alexandrium (Home & Interior Mall) in Rotterdam is the Netherlands' leading interior shopping mall, home to over 55 specialist stores in furniture, kitchens, bathrooms, flooring, and interior design. It is a destination mall, consumers travel specifically to

browse, compare, and be inspired. This positioning makes Alexandrium comparable to the UK's flagship malls that combine scale, specialty, and experience such as Westfield London & Stratford, Bluewater (Kent), The Trafford Centre (Manchester), and Meadowhall (Sheffield).



The campaign on the following pages demonstrates how data-driven, location-based advertising can amplify that role:

“Converting awareness into measurable showroom traffic and delivering results well beyond benchmarks.”

INTERNATIONAL SHOPPERS TARGETED



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The objective

Raise awareness and drive showroom visits with two primary goals:

- Maximize the number of physical showroom visits.
- Achieve an engagement rate (CTR) above the 0.15% retail benchmark.



The approach

THE OBJECTIVE AND APPROACH

Geofencing & Footfall Tracking

iDOOH screens and mobile display adverts deployed within a 40 km radius of the showroom.

Audience targeting

Focused on consumers with an interest in home and interior design.

Exclusion zones

Excluded supermarkets, chemists, petrol stations, and the showroom itself to avoid wasted impressions.

DOOH Sync:

Retargeted users via mobile after they were exposed to a DOOH advert.

Premium Publisher Environments:

Inclusion list of top-tier news, lifestyle, sports, weather, and home & garden websites.



Continue reading

Continued

Optimizing the campaign

Mobile Display:

Expanded reach with effective formats; deactivated low-performing ones (e.g., 970x250, 160x600). Removed underperforming publishers; shifted investment to premium ones with stronger CTR. Conducted A/B tests to generate actionable learnings.

DOOH:

Dropped underperforming 6-second screens. Reallocated budget to high-performing premium placements. Deactivated low-delivery screens and added new strong-performing locations.

The results

- With **22,500+ showroom visits**, we exceeded the target of 7,500 by **over 200%**.
- CTR reached **0.32%**, more than double the 0.15% goal.
- Campaign reached **462,716** unique users in the Rotterdam region.

Key learnings

- **Omnichannel synergy works**
Combining DOOH with mobile sync drives measurable increases in showroom traffic.
- **Continuous optimization pays off**
Real-time adjustments across DOOH and mobile maximized efficiency and delivered strong ROI.
- **Quality targeting outperforms scale**
Curated publisher lists and precise exclusions boosted both CTR and visit rates.

OPTIMIZATION AND RESULTS



Why this case matters for UK retail

Destination malls like Westfield, Bluewater, Trafford Centre, or Meadowhall constantly seek to prove their continued relevance in a digital-first retail world. The Woonmall Alexandrium campaign demonstrates that with the right combination of DOOH, mobile display, audience targeting, and continuous optimization, a destination mall can dramatically outperform its footfall targets, even in a competitive, digitally saturated market.

This case is a fine example of how retail centers can use media precision to complement their scale, making them not just shopping places but destinations that convert awareness into action.



Next: KPI's

06. MEASURING WHAT MATTERS: KPIS FOR LOCATION-DRIVEN CAMPAIGNS

Location-Based Advertising is not a branding black box, it is measurable, steerable, and linked to physical outcomes.

An effective campaign is not just about creativity, it is about results. LBA delivers measurable business impact: from footfall uplift to Return on Ad Spend (ROAS), from behavioural insights to store-level attribution. Thanks to today's technology, you can see exactly what works, where, and when. Because only when you measure can you optimize and only then does marketing become truly valuable.

“Location-Based Advertising is not a branding black box.”

Footfall uplift & store visit rate

The most tangible KPI is physical store visits. With location data, you can measure exactly how many people walked into a store after being exposed to an advert. Campaigns are compared with control groups (consumers not reached), resulting in a clear uplift score. Across retail, we typically see:

- Uplift of **+10% to +30%** in footfall following LBA campaigns.
- Store Visit Rates (SVR) of **1.5% to 3%** with relevant targeting.
- Higher conversion rates when using dynamic content (e.g., promotions linked to stock levels).

Online-to-Offline Tracking & Attribution

LBA bridges the gap between digital marketing and physical retail performance. Using verified mobile IDs, the customer journey can be tracked from ad impression to store visit. Retailers gain insights into:

- Time-to-visit: the time between impression and store entry.
- Visit frequency per customer profile.
- Repeat visits or retention after activation.

This enables campaigns to be evaluated not just on reach or clicks, but on actual behavioural change.



[Continue reading](#)

Continued

KPIs FOR LOCATION-DRIVEN CAMPAIGNS

Return on Ad Spend (ROAS) by Region or Store

Because footfall data can be collected at store level, retailers gain a transparent view of which outlets benefit from media investment and which do not. This makes it possible to:

- Calculate ROAS per store, region, or audience segment.
- Reallocate budgets based on performance.
- Optimize or replicate local campaigns across other areas.

Time-to-Visit & Behavioural Insights

The value of LBA also lies in the behavioural data it provides. Campaigns answer questions such as:

- How long does it typically take for someone to visit a store after seeing an advert?
- At what hours or days do specific audiences convert best?
- Which locations or messages drive the most traffic?

This data is invaluable for retail planning, staffing, inventory management, and follow-up campaigns. Visitor profiles can also be enriched with interest and behavioural signals, providing powerful input for other channels.

The Bottom Line

LBA makes retail marketing accountable. You know what works and what does not. You can see what you have achieved, where, when, and to what effect. And you no longer optimize for clicks, but for concrete store performance.

That is why location-driven advertising has evolved from a "nice-to-have" into an essential building block of every modern retail strategy.



Next: Ten learnings from thousands of campaigns

07.

TEN

LEARNINGS FROM THOUSANDS OF RETAIL CAMPAIGNS

Since the launch of mJourney, we have executed thousands of campaigns for retailers, franchise networks, shopping districts, and brands. Years of testing, optimizing, and scaling have produced a wealth of practical insight. These are the ten smartest learnings that consistently separate an “adequate” campaign from one that truly delivers traffic, experience, and revenue. Not theory, but directly actionable lessons from practice.

01 Franchise & Store-Level Control

Empower franchisees with marketing control at the store level. Start small with 3–5 stores, test, then scale to 15–20.

02 Phased Roll-Out & Testing

Begin with a pilot, optimize, and only then scale up. Test creatives, messaging, and targeting per region.

03 Campaign Duration & Timing

Minimum of three weeks to build awareness and drive action. Plan around local events, bank holidays, and seasonal peaks.

04 Dynamic Creative Optimization

Automate creative elements such as store name, offer, or weather feed. Compare static vs. dynamic formats to measure added impact.

05 Geofencing & Targeting

Geofence stores and nearby high-traffic areas for awareness. Adjust radius based on urban vs. rural density.

10 LEARNINGS FROM THOUSANDS OF RETAIL CAMPAIGNS



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Continued

TEN

LEARNINGS FROM THOUSANDS OF RETAIL CAMPAIGNS

06 DOOH, DOOH Sync & Mobile Display

Combine digital out-of-home screens with mobile retargeting. Reinforce the message on mobile for stronger conversion.

07 Measurement & Attribution

Measure both digital metrics and offline visits/sales. Use unique landing pages or QR codes per location.

08 Creative & Messaging Strategy

Adapt messaging to local context and community. Use clear CTAs and tap into urgency or exclusivity.

“Not a buzzword, but a scalable approach to connect brand and store with your audience.”

09 Compliance & Privacy

Stay fully GDPR-compliant and transparent about data usage. Be extra cautious with location-based retargeting.

10 Collaboration & Alignment

Involve local teams early for buy-in. Share results openly through dashboards to encourage repeated participation.

10 LEARNINGS FROM THOUSANDS OF RETAIL CAMPAIGNS



Next: 3 quick wins to apply immediately

THREE QUICK WINS TO APPLY IMMEDIATELY

Launch a pilot with three to five locations to test effectively.

Use dynamic creatives for higher relevance and lower production costs.

Track offline results with unique QR codes or landing pages per location.

Example: An integrated retail campaign with LBA

An effective campaign is about more than reach. It is about timing, channel choice, and orchestration. Here is how an integrated flow looks:

Phase I Awareness

DOOH screens in shopping districts build brand visibility.

Phase II Engagement

Through DOOH Sync, passers-by are retargeted on mobile with follow-up messages.

Phase III Action

Mobile adverts with dynamic content activate store visits, tailored to the nearest location.

Phase IV Measurement

Footfall analytics reveal how many people walked in.

Closing thought: Start small, scale smart

Whether you want to activate one store or one hundred, the formula remains the same: start small, learn fast, and scale what works. Let data guide your creative, targeting, and measurement. Keep the customer at the center and let location do the heavy lifting.



08. TACTICAL RETAIL TRENDS

8 INNOVATIONS RESHAPING THE STORE

As Deloitte (2024) and Retail Economics (2025) outline, the next five years will be shaped by AI, seamless checkout, and the integration of data-driven location insights into the retail model. We highlight eight tactical developments, from AI to checkout-free shopping, that are already emerging and will transform experience, efficiency, and customer value in the years ahead.

01 Retail becomes experience-first

Stores are shifting from pure sales points to experience spaces where storytelling, brand values, and community are central. Examples include IKEA's experience showrooms without stock, Nike's community spaces, and Rituals' sensory concepts. Experience is the strongest lever to attract customers into stores and strengthen your brand.

02 AI and machine learning shape campaigns & store design

AI personalizes product offers, store routing, and campaigns using data such as foot traffic, weather, and trends. Zara's AI-driven content per location and McDonald's dynamic menu boards illustrates the potential. AI automates operational tasks like pricing, stock planning, and segmentation, delivering higher conversion and lower costs.



Continue reading

Continued

8 TACTICAL RETAIL TRENDS

03 First-party data + physical signals = new targeting power

Without cookies, first-party data from apps, Wi-Fi, loyalty programmes, and sensors is essential. Combining online and offline data creates 360° customer profiles. Real-time marketing becomes possible with triggers such as time, weather, and location. The better you know your customer, the more relevant you can be and the stronger the loyalty you build.

04 Checkout becomes invisible and frictionless

Moving from self-scan to sensor-based no-checkout solutions (RFID, cameras, apps). Examples include Amazon Go and Decathlon. Faster, smoother shopping experiences increase conversion. Removing friction at checkout makes shopping more attractive and efficient.

“Don’t fear it. Embrace it. Those who embrace technology will win on the shop floor.”

05 Robots and automation on the shop floor

Robots replenish stock, conduct counts, clean, or assist customers. Walmart and Carrefour test service robots at peak times. Efficiency rises, staff pressure decreases, and employees can focus on customer-facing work.

06 Digital currencies and alternative payment models

Growth in crypto acceptance, central bank digital currencies, subscriptions, and loyalty-based payments. Retailers evolve into financial ecosystems. New payment methods attract younger audiences and boost brand innovation.

07 Real-time store steering using behavioural data & location tech

Stores adjust product placement, campaigns, and even opening hours daily based on data. Footfall data and heatmaps guide decisions. Adapting flexibly to demand and circumstances increases revenue opportunities.

08 Location as infrastructure: a new network mindset in retail

Location is not just an address, but an active steering mechanism. LBA, dynamic geofencing, and real-time targeting become standard tools. The focus is on where the customer is, not only on the store itself. Location intelligence makes campaigns more relevant, efficient, and effective.

The Road Ahead. In the years to come, winners in retail will be defined by their ability to connect technology, data, and experience in smart ways. The challenge is clear: choose your focus, experiment boldly, and scale what works. Because in retail, standing still is not an option. The real question is: which of these trends will you apply tomorrow?



Next:
Re-engineering

09. RETAIL BEYOND THE CHANNEL: RE-ENGINEERING AROUND EXPERIENCE

Retail is not a channel. It is not just a distribution model. And it is no longer merely a place to sell products. Physical retail is the tangible expression of your brand, a place where people discover, compare, experience, buy, and return. Success is no longer defined only by what you sell, but by how you make people feel, how you connect, and how you stay relevant in a world of infinite choice.

Physical stores are more than sales points, they function as brand ambassadors, service hubs, pick-up points, and marketing channels all at once. Location plays a vital role in this. Customers rarely end up in your store by chance, you need to be present where attention is created. That means visibility not just on the high street, but at sports grounds, near universities, in new-

build neighbourhoods, and along commuter routes. Location-Based Advertising is a gamechanger here. It enables activation that is not generic but hyperlocal and targeted, exactly where your audience is at that moment, whether that is on a sports field, at a university, in a DIY store, or during a lunchtime walk near the office.

Retail marketing is no longer about "being everywhere", it is about being in the right place, at the right time, with the right message.

Retail is on the brink of a new era. Technology, data, AI, and behavioural insights make marketing not only more

effective but also more relevant and measurable. Think footfall uplift, time-to-visit metrics, and ROAS at store or regional level. Franchise and hybrid models demand smart, scalable, yet locally relevant solutions and that is precisely what LBA delivers.

more relevant and measurable. Think footfall uplift, time-to-visit metrics, and ROAS at store or regional level. Franchise and hybrid models demand smart, scalable, yet locally relevant solutions and that is precisely what LBA delivers.



[Continue reading](#)

Continued

RETAIL BEYOND THE CHANNEL: RE-ENGINEERING AROUND EXPERIENCE

Practical tips to get started now

If you want to take the next step as a retailer, begin here:

Make location part of your media strategy

Focus not only on where your store is, but where your audience moves.

Add local relevance to national campaigns

Adapt creative, timing, and offers to store, seasonality, and stock.

Activate beyond store moments

From sports grounds to new-build areas, campuses, or commuter routes.

Tie campaigns to clear KPIs

Such as Store Visit Rate, footfall uplift, ROAS, and behavioural data.

Work with a partner who understands retail

A partner who knows how to apply digital precision to physical store goals.



[Continue reading](#)

HOW MJOURNEY HELPS DRIVE RETAIL ACTIVATION

At mJourney, we believe physical retail deserves more than generic campaigns or clicks without context. We support brands and retailers with:

Location-Based Advertising (LBA)

Hyperlocal visibility around stores and in the spaces where your audience moves.

Footfall tracking & attribution

Insights into who visits your store after exposure, down to store and regional performance level.

Smart retail strategies

Tailored to franchise, hybrid, and pop-up models with dynamic creatives and scalable activation.

Integration of physical & digital data

From omnichannel shoppers to behavioural and intent signals.

Strategic & creative partnership

We co-create, challenge, and always push for measurable impact.

We turn location into a powerful marketing lever - for retail chains, franchise organisations, and individual stores. Whether you run one shop or hundreds, the challenge is the same: how do you move people from online to offline and make that moment an experience?



“Retail is not a channel, but an experience with a door.”



JOIN THE RETAIL OF TOMORROW

The question is not whether physical retail has a future. The question is: how will you shape it? By using data, location, and technology smartly, we help make retail marketing more effective and more relevant.

Curious how
mJourney can
help drive more
people into
your store at the
right moment,
with the right
message?

Email now

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media](http://mjourney.media)**

Discover the
future of retail
marketing. Let
location work
for you.

GLOSSARY

In alphabetical order

Audience Sync	A technology that re-engages mobile users after they have seen a DOOH advert, via mobile display.	Location-Based Advertising (LBA)	A marketing technique that shows adverts based on a user's geographic location, designed to deliver locally relevant messages.
Beacon Technology	Small Bluetooth transmitters that trigger location-based interactions within close range.	Mobile Display	Adverts designed for mobile devices, often combined with geo-targeting.
Connected TV (CTV)	Adverts served on smart TVs or streaming platforms, often within omnichannel strategies.	Omnichannel	A strategy aligning online and offline channels to provide a seamless customer experience.
Cookieless Targeting	Marketing approaches using contextual or first-party data instead of third-party cookies.	Programmatic Advertising	Automated ad buying based on data and algorithms, enabling real-time targeting.
Customer Journey	The path a customer follows from awareness to purchase, across online and offline touchpoints.	Retargeting	Re-engaging users who previously interacted with an advert or visited a location.
Digital Out-of-Home (DOOH)	Digital outdoor advertising, such as dynamic screens in shopping centers, stations, or billboards.	Retailtainment	A trend where stores evolve into experience-driven spaces with events and interactive elements.
Footfall Tracking	Measuring and analysing physical store visits, often linked to advertising campaigns.	Return on Ad Spend (ROAS)	A KPI showing revenue generated versus advertising costs.
Geofencing	Digital outdoor advertising, such as dynamic screens in shopping centers, stations, or billboards.	Store Visit Rate (SVR)	Digital outdoor advertising, such as dynamic screens in shopping centers, stations, or billboards.
KPI (Key Performance Indicator)	A measurable value of campaign success, e.g., impressions, footfall, or cost per visitor.		

ABOUT MJOURNEY

mJourney is the omnichannel location-based advertising specialist. We help companies and cities create local, relevant, and measurable impact through multiple media channels.

As part of the Candid platform, a global full-service marketing and communications group, we combine strategic insight, creative excellence, and technological innovation to make advertising more effective and efficient. For over seven years, we have translated data and location insights into smart campaigns that connect brands with people — at the right place, at the right time.

We work with a wide range of retail brands such as Sneak Energy, Adidas, Hugo Boss, Makro, Sport2000, Life Outdoor Living, and L'Oréal. For these brands, it is about more than just driving traffic — it is about creating connections between brands and people in physical spaces, at relevant locations and moments.

We also support shopping destinations such as Woonmall Alexandrium (Home & Interior Mall) to improve visitor experience and increase footfall. Beyond retail, we help municipalities and cities attract visitors, strengthen local economies, and grow city brands — working closely with city marketing teams across the UK and the Netherlands.

Our approach is built on a qualified omnichannel network, leveraging existing location-based data tools whilst exploring new technologies. Through Digital Out-of-Home, Mobile Display, Connected TV, and Digital Audio, we create personal, contextual, and impactful brand experiences.

Whether your goal is to increase store visits, strengthen a city marketing campaign, or grow your brand — mJourney delivers measurable results, transparency, and maximum impact.

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“Location-Based Advertising is not a branding black box.”



“It’s a spark to something new.”

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