



The Client – Footfall Tracking Technology Company

The Challenge...

This client is a developer of a unique retail technology and analysis solution that tracks and analyses footfall traffic and other data, to provide insights into consumer behaviour and patterns with the aim to increase profitability and sales.

They came to us in April 2018, after experiencing a dry spell in terms of sales appointments in Q1, and they wanted to try and turn it around by the end of the Q2.

The Project...

The client wanted to target organisations across England who have walk-in stores and had an annual revenue of £10m+ in 2017.

We recommended a 20-day activity carried out over 8 weeks for the campaign, to allow enough time to build a pipeline and get not just appointments for the client, but then hot interest leads that they could choose to follow-up on at the end of the campaign. The agreed target for the pilot activity was 10 fully-qualified sales appointments.

The Results...

At the end of the campaign, we had secured a total of 14 qualified appointments for the client with a range of well-known organisations including the British Heart Foundation, Dr Martens, and Manchester United.

From the pipeline that was built during the campaign, there were 11 hot interest leads that were generated, which the client then gave back to us to follow-up on, resulting in 3 further sales appointments.

Overall, the client saw a 558% ROI from their pilot campaign, and have had a number of subsequent campaigns, including campaigns targeting more specific organisations such as clothing retailers, charities, and large shopping outlets.