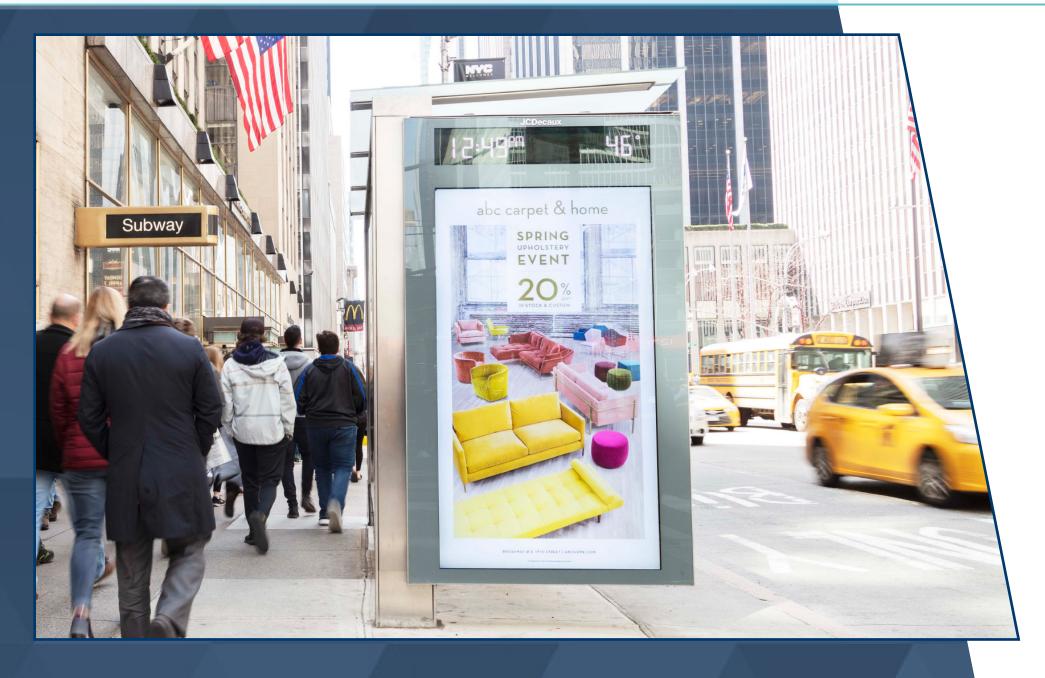
JCDecaux DATA SOLUTIONS **EVALUATE**

ABC HOME AND CARPET

Foot Traffic Study Summary







Flight March 2019



A18+





Goal

Utilize promotional messaging in OOH media in NYC to drive traffic to the designated ABC Home and Carpet locations



Sample Size

Exposed = 64,613 devices Control = 64,385 devices



Results:



Visitors/Visits to ABC Home and Carpet Locations

+87.8% in visitors

+59.5% in visits

Visitation was highest on Fridays at 12PM & 5PM

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