



Focusing Local Marketing Where Demand Was Strongest

How a national fast-food restaurant chain used location insight to focus local marketing activity where it had the greatest potential.

The Challenge

A national fast-food restaurant chain was planning a targeted marketing campaign across 12 shortlisted, local high streets.

On the surface, each location appeared similarly busy, making it difficult to decide where OOH advertising and door drops would have the greatest impact. Previous campaigns had shown that visibility alone did not always translate into stronger performance.

The business needed to understand where genuine demand existed, when activity peaked and where visitors were travelling from, so their marketing investment could be focused on the locations with the strongest potential.

The Solution

Using Periscope[®] they were able to:



Identify how demand changed across each location, rather than relying on total footfall levels alone.



Use origin flows to build a clearer picture of the audiences visiting each high street.



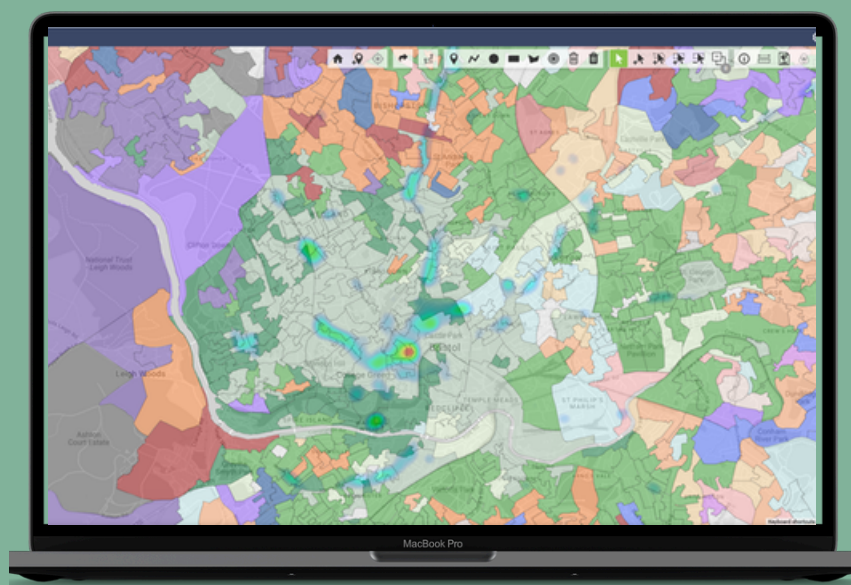
See how movement patterns related to nearby competitor locations and identify areas of opportunity.



Pinpoint where OOH advertising and door drops could be focused, instead of spreading budget across every area.

Creating a Focused Local Marketing Strategy

The analysis showed the 12 high streets were not as similar as they appeared. Comparing demand peaks, visitor origins and competitors narrowed the shortlist to three high-yield areas for focused marketing activity.



What the Data Revealed

Data Layer Analysed	Business Insight Generated
Hourly and daily footfall	Showed when demand peaked across each high street.
Visitor origin flows	Revealed where potential customers were travelling from.
Competitor proximity	Highlighted where nearby competitor locations may influence opportunity.
Location comparison	Identified meaningful differences between apparently similar high streets.
Campaign focus areas	Narrowed 12 shortlisted locations down to 3 high-yield areas.

"The detailed analysis showed us which high streets had the strongest potential, not just the highest visible footfall. That changed where we focused our marketing spend."

— Head of Marketing

Combined with wider Location Intelligence in Periscope, these footfall insights can help businesses make better-informed decisions about where to invest, expand and focus marketing activity.