



# Measuring campaign effectiveness and footfalls for BMW dealerships across India

## Objective

BMW, a leading automobile manufacturer wanted to measure footfalls generated as a result of their digital campaigns. They were looking out for omni-channel solution partner to help them in measuring the impact of O2O. Currently there was no real way for them to measure actual visits to their various dealerships as a direct result of their campaigns.

## Solutions

Lifesight, as a Mobile Intelligence platform for brands and agencies with the capability to measure dealership visits as a direct result of digital campaigns, helped BMW demonstrate actual return on Ad Spend in terms of physical footfall to their dealers. Thanks to this capability, Lifesight was able to track footfalls which were a direct result of BMW's digital campaign.

We also assisted them in identifying which platform performed the best for their campaigns. Thanks to Lifesight's robust data, BMW was also able to identify which platforms performed the best during their campaign. Apart from this, they also gained an in-depth understanding of their customers' real-world journey from their ad exposure to visiting the dealership, uncovering their brand affinities, places visited, etc.

## Overall Metrics



Total Impressions  
**12,340,330**



Total Clicks  
**97,455**



Total Exposed Visits  
**235**



Unique Reach  
**7,973,423**



Click to Visit  
**0.24%**



## Key Takeaways

- 👍 The campaign drove **235** exposed visits
- 👍 The campaign resulted in over **12 million impression and 97,000 clicks**
- 👍 The most visits were driven through campaigns targeting Chinhat store in Lucknow - 41 with an exposure index of **27.7%**
- 👍 **80%** of visitors came within 20 days of being exposed to the campaign
- 👍 **Monday and Saturday** had the highest frequency of visit
- 👍 The Click to Visit Ratio (CTV) was **0.24%**

## Results

BMW was able to analyse their campaign, optimise based on the findings, and uncover the true ROI of their campaigns in terms of driving visits to their dealerships. The key was to map the customer's key audiences and target based on the behaviour of similar audiences. This helped to target audience to a very relevant set - resulting in footfalls across multiple showrooms, measured through Lifesight attribution.

## Channel Performance

