



Proving marketing ROI with footfall attribution measurements to Volvo dealer showrooms



Volvo, a leading luxury automobile manufacturer wanted to measure footfalls driven to their dealerships throughout India as a result of their digital campaigns. The brand wanted to understand how their month on month campaigns impacted their dealer showroom visits and how they could optimize the media spend.

- Lifesight's industry leading footfall attribution solution helped the brand understand which ad strategies worked to drive footfall to their dealerships nationwide.
- Using an always-on measurement strategy, Volvo was able to get an all year long 360 view into the campaign performance and enabled actionable insights to optimize their campaign.

The year long campaign generated over 10k visits and an exposure index of 4.19%

↑ **18%** ↑
AVERAGE VISIT UPLIFT