

Success Story

B&Q

Finecast's drives footfall and sales uplift



23%

Conversion of devices seen in-store as % of devices in catchment area

5%

Increase in actual store visits vs. expected store visits

2.1%

Increase in average weekly store visits for the full B&Q estate

Background

B&Q is the UK's leading home improvement and garden living retailer, helping customers have smarter homes since 1969.

They offer great prices across 40,000 products in 300 stores and on [diy.com](#), and their 27,000 colleagues are respected nation-wide for providing great advice to customers.

Challenge

January is a key retail period for B&Q, when customers are actively looking to renovate their homes. B&Q's key business challenge was to drive kitchen sales. B&Q's marketing objectives were to raise awareness of their 20% Off Winter Kitchen event amongst homeowners, and in turn increase footfall to store, and they wanted to understand if using Finecast's sophisticated targeting capabilities could help them to do this.

Approach

Using precision targeting capabilities, Finecast built fully bespoke audience segments for B&Q's audience to deliver 100% of their impressions in what is the most impactful and engaging environment – the TV screen.

To find this audience Finecast utilised a YouGov panel to identify people who were classified as Kitchen Homeowners and mapped to the highest indexing Experian and Axciom targeting segments. This was then overlaid with Mastercard 'Home Improvement' transactional segments.

Finecast and Wavemaker worked with Blis to implement a control vs. exposed footfall uplift study, to measure footfall to a balanced subset of B&Q stores. Blis provided Finecast with postcodes related to 6x control and 6x exposed stores and the surrounding catchment area for those stores. We used this information to ensure no Finecast impressions were delivered to the control regions. Blis then analysed the levels of footfall in the control and exposed stores pre, during and post the campaign to measure the uplift generated by exposure to Finecast activity.



Results

The campaign was very successful in identifying B&Q's target audience and driving footfall to select B&Q stores, all across the country. Impact of the campaign can be measured across 2 key metrics:

1. **Conversion** (devices seen in-store as % of total devices in store catchment area)
2. **Uplift** (actual store visits vs. expected store visits)

Stores and the surrounding catchment areas that were exposed to Finecast activity witnessed a +23% greater increase in store visit conversion (51% increase) than those in the control group during the campaign period.

Stores in the exposed group saw an average +5% uplift in visitor numbers across the 5 weeks of Finecast activity versus the expected level (derived from the pre-campaign period and control region levels). This was statistically significant at 95% confidence.



Week 3 of the campaign recorded the largest uplift, showing how pent-up demand over the Christmas and New Year period was activated in the first full 'return-to-work' week of the year.

All B&Q stores experienced very similar footfall trends – as did the immediate competitive set – suggesting this activity will have performed a 'protective' role, in ensuring B&Q keeps pace or outperforms competitors, in terms of store visits.



We were very pleased with the results of our campaign. Addressable TV with Finecast enabled us to reach our target audience and drive store traffic and kitchen sales during our campaign.

Sally Allen, Advertising & Media Manager, B&Q

Our solutions

Finecast is the UK's leading addressable TV business, helping brands address premium, big-screen viewers as they fragment across an expanding universe of TV platforms.

Our solutions enable advertisers to precision target viewers across multiple on demand, linear and live streaming TV environments, whilst helping advertisers address hard-to-reach TV viewers through a single access point, with standardised and independent measurement.

Want to find out more? [Get in touch here](#)



Finecast's flagship product delivering the most premium broadcaster inventory on the big TV screen



Measurement footfall uplift study powered by Blis



Advanced segment data for accurate customer targeting

