

How We Drove a **44.6%** Surge in Foot Traffic and Achieved an **857.97%** ROI for a Family Entertainment Center in Just Two Months!

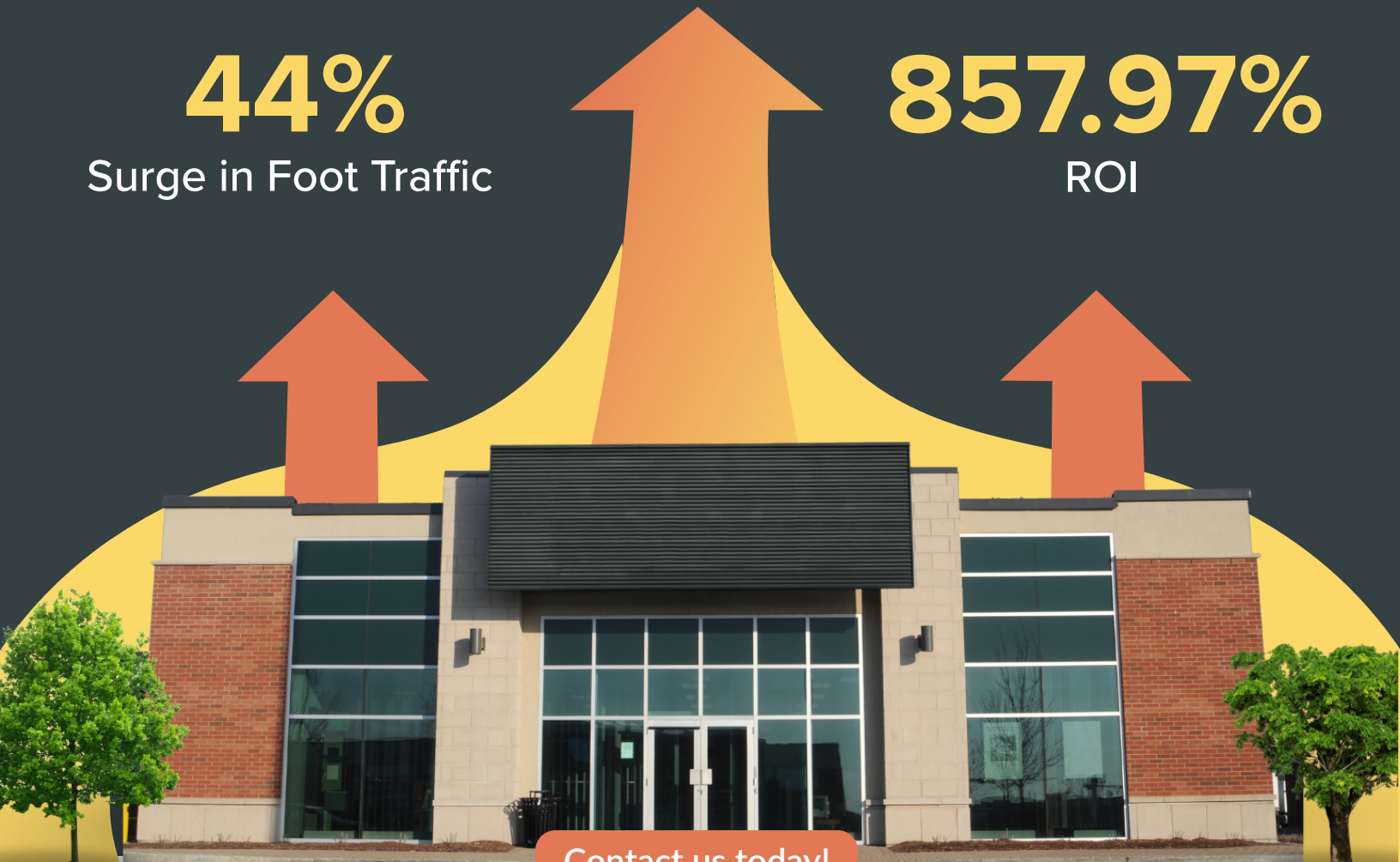
When economic conditions tighten, finding the right customers becomes crucial for growth. For one Family Entertainment Center (FEC) client, we implemented a hyper-targeted strategy that led to a massive turnaround in foot traffic—resulting in a 44.6% increase in key zip codes and an 857.97% ROI.

44%

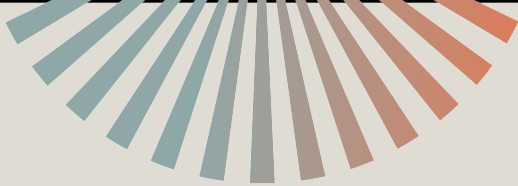
Surge in Foot Traffic

857.97%

ROI



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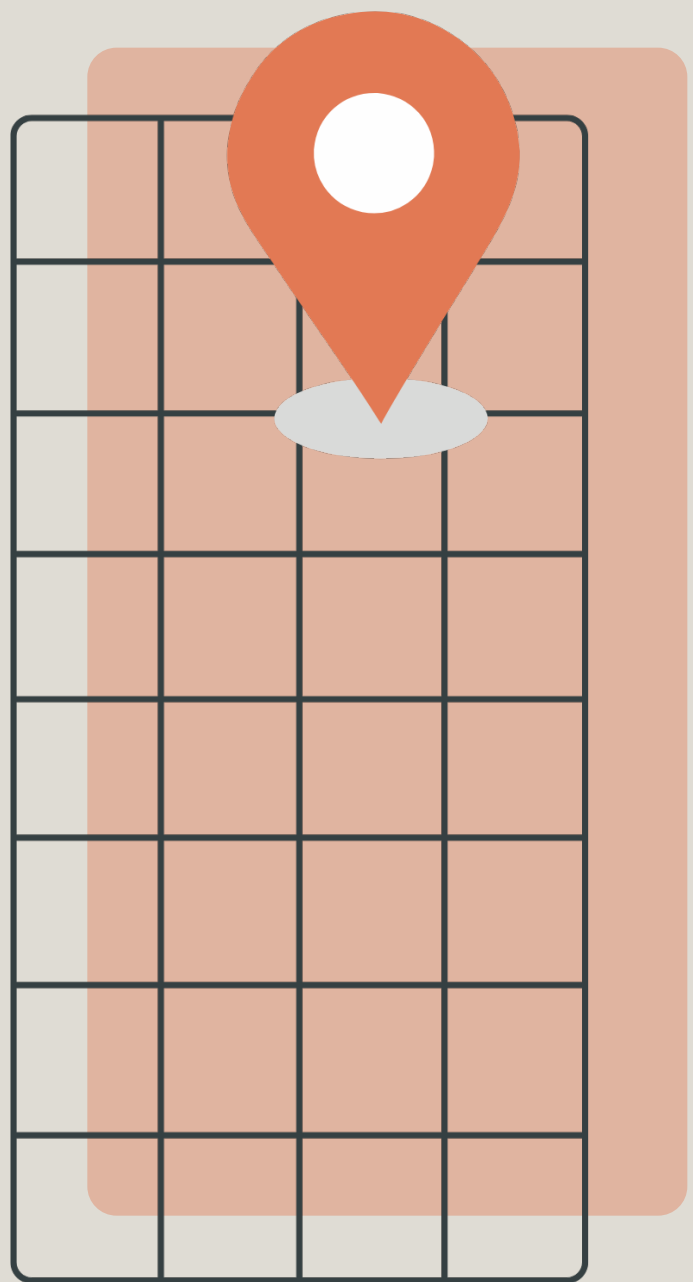


The Challenge: Turning Around Declining Zip Codes

Our client faced a significant drop in foot traffic, particularly in several key zip codes, where year-over-year visitor numbers were down nearly 18% between January and July 2024.

Zip Codes

Historically, these zip codes had shown similar declines, with foot traffic dropping by 39.7% in the same period from 2023 to 2022. With these concerning trends, our goal was to reverse the ongoing decline in these areas.



The Hypothesis:

Targeting High-Income Families
to Drive Growth



Opportunity

We identified an opportunity: despite a tightening economy, higher-income families still had discretionary income to spend on entertainment.

Targeting

We hypothesized that targeting these wealthier households, especially in underperforming areas, could generate a significant increase in foot traffic for the FEC.



The Strategy:

Data-Driven Precision Targeting

Analytics

Leveraging Placer.AI, a location analytics platform, we conducted an in-depth analysis of the client's visitor data. We examined visitor demographics, income levels, and competitor landscapes in specific zip codes. This allowed us to focus on six underperforming zip codes that met four key criteria:



- Median Household Income
- Demographic Alignment
- Drive Time within 20-25 minutes
- Minimal Competitor Presence



The Execution:

Meta Advertising and SMS Marketing

With our target zip codes in hand, we launched a focused digital marketing campaign using a mix of Meta (Facebook/Instagram) ads and SMS marketing. Our strategy involved a balanced media spend across Event Response Ads, Awareness Ads, and Lead Generation Ads for SMS marketing. The campaign began mid-July 2024 and ran through September 2024.



The Results:

A Dramatic Reversal in Foot Traffic Trends



When comparing August and September 2024 to the same period in 2023, the results were undeniable:



Overall foot traffic from all zip codes increased by 16.5%



Foot traffic from our target zip codes surged by 26.9%

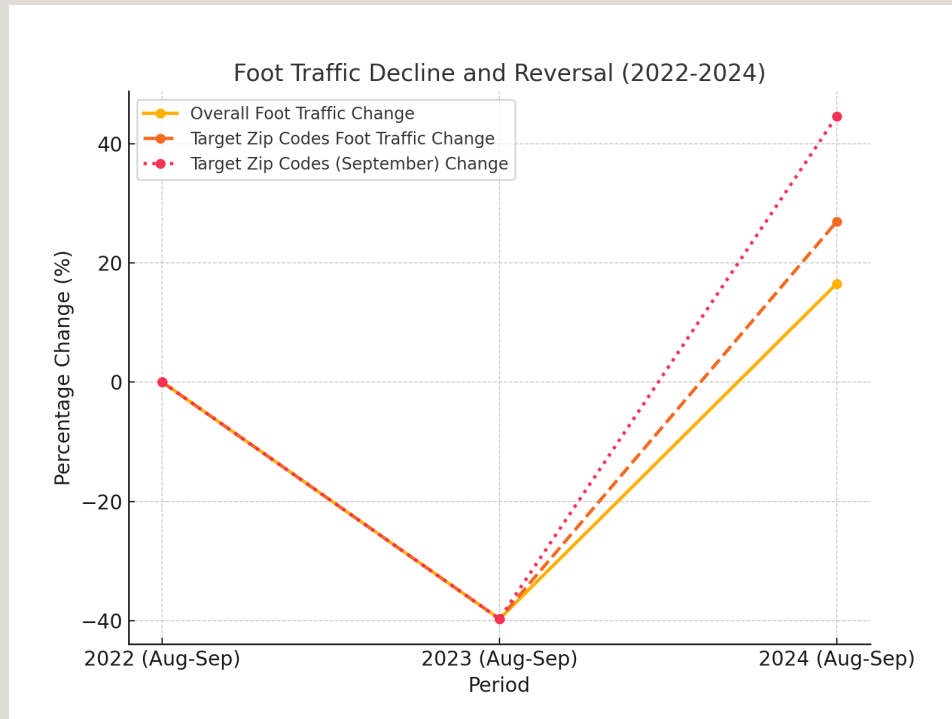


In September alone, foot traffic from our target zip codes jumped.

These results stood in stark contrast to the broader trend in the previous year. In fact, from August and September 2023 compared to the same months in 2022, foot traffic from our target zip codes had been down by 39.7%, demonstrating that this increase in 2024 was not a seasonal fluke but a clear result of our targeted efforts.



Additional Analysis: A Consistent Downward Trend Broken



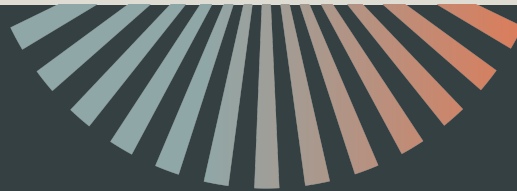
To further validate our strategy, we analyzed the same zip codes over the previous periods. Between January and July 2024, foot traffic from these target areas was down nearly 18% compared to the same period in 2023. Additionally, the downward trend was present between August and September 2023 vs. 2022, with foot traffic from these zip codes down by 39.7%. The sharp turnaround during our campaign proved that this strategy successfully broke the trend, resulting in a substantial boost in foot traffic.



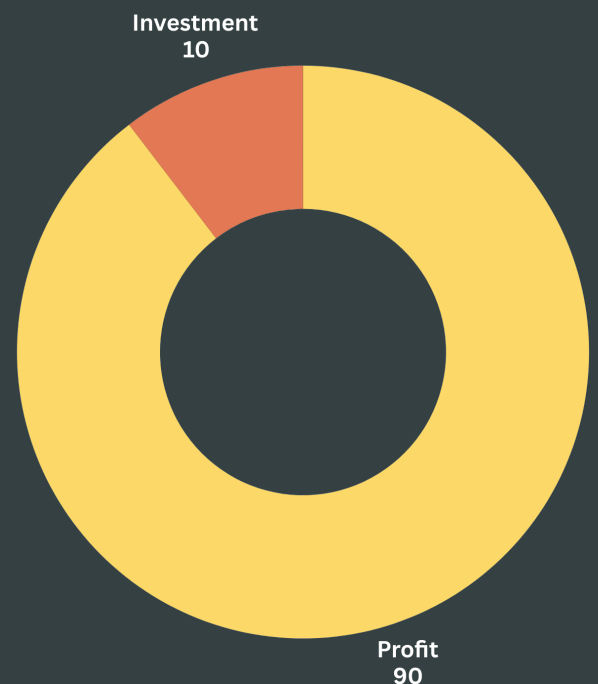
The ROI: A Massive **857.97%** Return on Investment

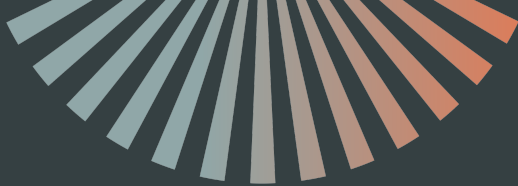


Our client invested \$1,023 in this highly focused advertising campaign, which produced 280 net new visitors in the targeted zip codes.

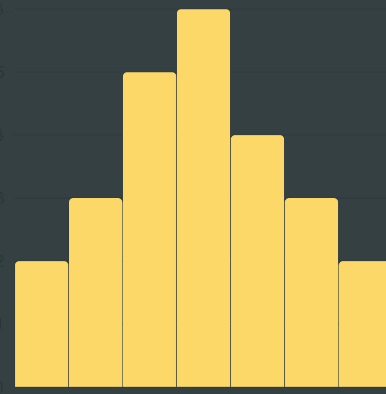


With an average ticket price of \$35, the campaign drove a conservative estimate of \$9,800 in additional revenue, equating to a remarkable 857.97% ROI.





Conclusion: Data-Driven Targeting Delivers Extraordinary Results



By combining location-based insights with precision digital marketing, we turned around underperforming zip codes, driving a nearly 45% increase in foot traffic. This case study showcases how a data-driven approach can reverse negative trends and deliver significant results, even in challenging economic conditions.

Contact us today!

Interested in seeing how you can achieve similar results for your Family Entertainment Center? Contact Raydius today!



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