# Driving Store Footfall with Real Time AI Optimisation




## BRIEF DESCRIPTION

ASUS aimed to scale in-store footfall across its retail stores in India while improving return on ad spend and bottom-funnel efficiency. Mobavenue deployed precision programmatic advertising to reach high-intent audiences and optimise media delivery toward users most likely to visit ASUS stores.

## HOW AI WAS USED

The campaign combined AI-powered bid optimisation and audience enrichment with geo and pacing tactics. Dynamic Bid Optimisation used conversion-weighted ML models, CTR and device-quality signals to route bids in real time across 15+ premium publishers. Behaviour-Based Audience Enrichment used tech-affinity, gaming-event and professional-profile signals to identify store-visit and purchase propensity across Gaming and Non-Gaming cohorts.

This was reinforced by Geo-Fenced Store Targeting around ASUS stores and Funnel-Based Scaling, which shifted budget toward high-value publishers based on click-to-footfall signals.

## IMPACT:

| 18M+ | 105% | 16K+ | 111% |
|---|---|---|---|
| Impressions Delivered | Delivery Rate | Store Footfalls | CTR Growth |

**Over 3 consecutive months, AI-powered programmatic optimisation and precision targeting helped ASUS scale store footfall while improving media performance.**

## ABOUT MOBAVENUE

Mobavenue AI Tech Limited is a global AdTech and consumer growth company. We help enterprises, publishers and global agencies reach the right consumer at the right moment through AI-native platforms that bring data, decisioning and media execution into one place, so advertising spend converts into measurable outcomes.