

PERION CASE STUDY

The Perfect Recipe, Powering Footfall Growth with Real-Time Programmatic Innovation

Bakers Delight achieved outstanding footfall uplift through a smart combination of proximity-based targeting, real-time dynamic creative, and precision-driven programmatic DOOH.

Region	Media Agency DSP
AUS	 
Industry	Brand
Food & Beverage	



Objective

The primary goal of the Bakers Delight campaign was to drive early Easter traffic into bakeries through creating mass awareness of the inaugural "National Hot Cross Bun Day" event, where customers could receive a free Hot Cross Bun at Bakers Delight. The campaign focused on delivering engaging reach over a short, three-day period to maximise impact leading up to and on the event day itself.



Solutions

To achieve the campaign objectives, Bakers Delight activated a programmatic DOOH campaign through The Trade Desk and utilising Perion's inventory across key retail environments. Using Perion's proprietary proximity geofencing tools and store location data provided by Nunn Media, digital screens were activated within a 5km radius of each bakery across Victoria (VIC), New South Wales (NSW), Queensland (QLD), Australian Capital Territory (ACT), and Western Australia (WA). High-traffic retail locations such as malls and convenience stores were specifically selected to capture attention and drive footfall.

From March 11 to 13, dynamic creatives powered by StreetIQ's DCO (Dynamic Creative Optimisation) technology were delivered across selected screens. Each creative dynamically featured the name of the nearest Bakers Delight bakery, identified in real time through latitude/longitude data, encouraging passersby to visit their closest location. This location-based messaging strategy ensured contextual relevance and created a timely call-to-action during the critical three-day campaign window.

To assess performance and attribute impact accurately, Bakers Delight leveraged The Trade Desk's footfall measurement partnership with Adsquare to track store visits in real time, providing data-driven insights into campaign effectiveness across regions.

Results

The Bakers Delight campaign delivered strong results, demonstrating the effectiveness of combining proximity targeting, dynamic creative, and real-time measurement in driving bakery visits.

- **61% uplift** in footfall on March 13, demonstrating strong consumer response to the campaign.
- **306,000 total conversions** tracked between March 11–16, 2025.
- **\$0.29 CPA** achieved, highlighting cost-efficiency in driving bakery visits.
- New South Wales (NSW) delivered the highest number of conversions with 163,629 bakery visits, making it the top-performing region.
- Queensland (QLD) achieved the highest conversion rate (24.49%), showing strong engagement.
- Most visits occurred between 2 PM and 5 PM, highlighting optimal engagement during peak afternoon hours.

*Source: The Trade Desk platform data, 11 – 13 March 2025

This campaign demonstrated how strategic use of programmatic DOOH – through precise targeting and dynamic messaging – can deliver exceptional, measurable business results, with Bakers Delight achieving a significant uplift in bakery visits.