

## Brentwood Optimizes Marketing Dollars with Locality

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- Samia Massoud, Marketing Director

Since 1961, Brentwood has served its surrounding North Burnaby neighborhoods.

After a series of expansions, upgrades and renovations over the years, the centre is entering its next phase of development with the construction of residential towers, expanded shopping, and a one-acre event plaza.

### CHALLENGES

- Loss of visitor traffic during major construction
- Understanding traffic flow
- Understanding peak times to better allocate marketing dollars

### SOLUTION

- Locality WiFi-based visitor counting and tracking system

### RESULTS

- Better visibility of visitor traffic throughout the centre.
- Able to determine peak locations and days of the week to effectively allocate marketing dollars.

### THE CHALLENGES

Because Brentwood is undergoing a massive transformation, they were experiencing a range of challenges relating to visitor traffic.

#### Loss of Visitor Traffic During Construction

Quite naturally, the construction caused a significant percentage of people to avoid the hassle of visiting the centre. Additionally, several of the entrances were closed off. This presented a huge challenge for the centre and its tenants in terms of visitor traffic and lost revenue.

“It was really essential for us to have a good indication of traffic flow,” says Marketing Director Samia Massoud. “We needed to understand visitor behavior, where they were coming from, where they were going in the centre, and what was bringing them in.”

#### The Need to Understand Visitor Peak Times & Days

The construction presented another challenge. “Since traffic was disrupted, not only was it important for me to understand the altered traffic patterns,” explains Samia.

“I also needed to know which days of the week when the centre was experiencing peak traffic so I could effectively focus my marketing dollars. This was especially true during events and holidays.”

## THE SOLUTION

After hearing about Locality from a colleague, Samia decided that it may be the solution she needed.

Thanks to Locality's WiFi-based visitor counting and tracking system, Samia got exactly the type of real-time visitor metrics she was looking for. Because she was working with a level of visibility that was previously unavailable, she was able to address her business challenges with solid data.

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## THE RESULTS

Samia and her marketing team gained a deeper understanding of their visitors during a heavy construction period that disrupted visitor traffic and altered traffic flow.

### Gained a Broad and Deep Understanding of Visitor Traffic

Wherever there was a power source, Samia was able to track visitor behavior. That means she could count visitors that enter the center from the parking area as well as the residential area of the centre.

Additionally, there is a Sky Train that brings visitors to the centre. So, Samia could also track visitors as they exit the train and enter the centre.

### Marketing Dollars for Events Is Now Data Driven

With locality, Samia had reliable data about visits and traffic that gave her the power to spend her marketing dollars more effectively.

"Essentially, we were able to understand what worked and what didn't in terms of day of the week, time of the day, even whether it was raining or sunny," shares Samia.

"All of these data points allowed me to sharpen my focus on my events and market them in a different way than I might have in the past. That has been really valuable to me."



### What Does Samia Think of Locality Systems?

The visitor-centric intelligence that Samia had access to wasn't the only benefit. "The team at Locality Systems is extremely efficient and reliable, and their customer service is second to none," says Samia.

"For all of what we're getting, this solution is worth it."