

Polestar

Needed Foot Traffic



218% More Foot Traffic:

- In a head-to-head test with iHeart Media
 - Identical budgets
 - Identical channels
 - 120-Day test in Minneapolis, MN
 - Goal +50% in foot traffic
 - KONETiQ delivered 217.5% more foot-traffic to the space (dealership)
 - Became the primary agency in Minneapolis



KONETiQ

KONETiQ.com

614.245.0149

Hello@KONETiQ.com

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