



2,138,199 store visits we can prove.

A sector-by-sector footfall benchmark from 336 measured campaigns in Türkiye. What an ad-driven store visit actually costs in reach — and where the measurement stops.

Inside:

Benchmark by sector · volume vs efficiency · what to expect when planning · measurement design · honest limits

Reach is easy to buy. A store visit is not.

Almost every campaign in this market is still sold on impressions and clicks. Neither tells a retailer whether anyone walked in. Between **September 2024 and August 2026** we measured **336 campaigns across 9 sectors** in Türkiye against a control group, and counted the people who actually arrived at a physical location.

The result is **2,138,199 verified store visits** from **189.6M people reached** — an average store-visit rate of **1.13%**. This document is that dataset opened up, so you can hold your own next campaign to a number rather than a hope.

2,138,199

VERIFIED VISITS

189.6M

REACH

336

CAMPAIGNS

1.13%

VISIT RATE

- ✓ **Measured, not modelled from scratch.** Every campaign here ran with an exposed audience and a matched control group. The number we report is the difference, not the total.
- ✓ **One market, one method.** All 336 campaigns are Türkiye. International campaigns are measured separately and are deliberately excluded from every figure in this document.
- ✓ **Updated as measurements close.** These figures replace the 1.75 million reported in the first edition. They will move again as new campaigns are attributed.

THE BENCHMARK, IN ONE LINE

**189.6M people reached → 2,138,199 verified store visits
→ a 1.13% store-visit rate as the market baseline.**

What changes when footfall is the KPI.

The same budget, planned two different ways. The right column is what a measured campaign looks like.

OLD · THE GOAL

Maximise impressions and reach inside a target demographic.

NEW · THE GOAL

Maximise incremental visits to a defined set of physical locations.

OLD · THE AUDIENCE

Broad demographic panels, bought at scale because scale is cheap.

NEW · THE AUDIENCE

Location behaviour: who passes, who competes, who already converts nearby.

OLD · THE PROOF

Post-campaign reach and frequency, reported by the platform that sold it.

NEW · THE PROOF

Exposed vs control comparison, reported against a group that never saw the ad.

OLD · THE OPTIMISATION

Lower the CPM.

NEW · THE OPTIMISATION

Lower the cost per verified store visit — which is often the opposite move.

Three steps, no shortcuts.

1

Split the audience

Before the campaign runs, a matched control group is held out. It looks like the exposed group in every way except one: it never sees the ad.

Exposed group

Matched control

Held out up front



2

Observe real locations

Device location signals are resolved against the brand's actual store polygons — not a postcode, not a radius guess.

Store polygons

Visit windows

Panel-based



3

Report the difference

Control visit rate is subtracted from exposed visit rate. What remains is the visit that would not have happened without the ad.

Incremental only

Attribution Lift Index

Per campaign

THE CONTROL GROUP IS
THE PRODUCT

The benchmark, by sector.

All figures are Türkiye only, September 2024 – August 2026, measured with Azira against a control group.

SECTOR	CAMPAIGNS	REACH	VERIFIED VISITS	VISIT RATE	INDEX
Retail	125	66,335,912	838,928	1.26%	1.12x
Food & Beverage	59	45,301,080	362,535	0.80%	0.71x
Personal Care	65	38,395,068	327,799	0.85%	0.76x
FMCG	35	16,584,657	296,007	1.78%	1.58x
Pharma	8	1,478,146	165,553	11.20%	9.93x
Telco	8	4,586,977	61,835	1.35%	1.20x
Home Improvement	12	7,233,232	39,316	0.54%	0.48x
Baby Care	2	666,408	23,873	3.58%	3.18x
Automotive	22	9,012,158	22,353	0.25%	0.22x
TOTAL	336	189,593,638	2,138,199	1.13%	1.00x

How to read the index. 1.00x is the market average store-visit rate of 1.13%. A sector at 1.58x converts reach into visits 58% more efficiently than the market; a sector at 0.22x needs roughly four times the reach for the same visit.

Volume and efficiency are not the same sector.

- **Retail is the volume engine.** 125 campaigns, 35.0% of all reach, and 39.2% of every verified visit. If the brief is absolute footfall, this is where it comes from.
- **Pharma is the efficiency champion.** 8 campaigns and just 0.8% of total reach produced 7.7% of all visits — an 11.20% visit rate, roughly ten times the market average.
- **FMCG is the balanced case.** 8.7% of reach, 13.8% of visits, a 1.78% rate. Chain-specific insert campaigns are the reason.
- **Automotive is structurally different.** A 0.25% rate is not a failure; a dealership visit is a rarer, higher-value act than walking into a supermarket. Judge it against automotive, never against retail.
- **So the planning question is not which sector performs best.** It is whether this campaign is being bought for reach or for efficiency — because the two are planned differently, and only one of them can be optimised at a time.

The rule: compare a campaign to its own sector band, never to the 1.13% market average.

What to expect before you buy.

Target: turn a media budget into a defensible footfall expectation before the campaign is signed off.

THE FOUR NUMBERS TO AGREE UP FRONT

Reach

How many unique people the budget buys in the target geography. Everything else scales from here.

Sector band

The visit rate this sector actually delivers — the row from page 05, not an ambition.

Expected visits

Reach x sector rate. State it before the campaign, not after, and write it into the plan.

Store set

Which polygons count as a visit. Agreeing this late is the single most common cause of a disputed result.

WORKED EXAMPLE

A personal care brand buys 1,000,000 reach around retailer stores. Sector rate 0.85%. Expected verified visits: roughly 8,500 — with a realistic range of 6,000 to 11,000 depending on store density and burst length.

Ranges, not single numbers. A benchmark sets an expectation; it does not promise an outcome.

What works, sector by sector.

The campaign archetype behind each row of the benchmark.

SECTOR	VISIT RATE	CAMPAIGN ARCHETYPE
Retail	1.26%	Store-radius geofencing around own and rival branches; weekly bursts.
Food & Beverage	0.80%	Daypart targeting around meal windows; QSR proximity.
Personal Care	0.85%	Retailer-partnered bursts (Watsons, Gratis, Rossmann, discounters).
FMCG	1.78%	Chain-specific insert campaigns (A101, BİM, Şok, Migros).
Pharma	11.20%	Tight professional or condition audiences at pharmacy proximity.
Telco	1.35%	Dealer-store catchment plus number-portability intent.
Home Improvement	0.54%	Long consideration cycles; showroom and AVM catchment.
Baby Care	3.58%	Narrow life-stage audience at discounter proximity.
Automotive	0.25%	Dealer and service-point visits; very low base rate by nature.

What this measurement cannot do.

A benchmark is only useful if its edges are stated. These are ours.

- **Floors are not separated.** In multi-storey malls, a visit to a shop above or below the target store can be indistinguishable. Mall-heavy campaigns carry more noise than street-level ones.
- **The panel is a sample.** Location measurement is panel-based and scaled. It is a reliable comparison instrument, not a turnstile count.
- **Incremental, not total.** Every figure here is exposed minus control. Total footfall during a campaign is always higher — and always less meaningful.
- **Sector sizes differ sharply.** Pharma and Baby Care rest on 8 and 2 campaigns. Read those rows as a direction, not as a settled benchmark.
- **Two campaigns are measured twice.** Eti Tutku and Nescafe Classic each appear under both a historical and a real-time attribution run. Counting each of them once instead would give 334 campaigns and 2,132,254 visits — 0.3% lower. The headline figure keeps both runs; this line is here so the difference is yours to check, not ours to hide.
- **One reach figure is under review.** A single January 2026 campaign carries an exposed audience five times larger than its control, against the pattern of every other row. If it is a transcription error, total reach falls and the market visit rate rises to roughly 1.16%. It is left as recorded rather than silently corrected.
- **August 2026 is not fully loaded.** Only one August campaign has closed in the measurement file. The next edition will be higher for that reason alone.
- **Two lift methods exist.** Campaign-level average lift and pooled lift give different numbers from the same data. Whichever is quoted must be named — we report the campaign-level Attribution Lift Index.

Why we publish the limits: a store-visit number you can argue with is worth more than one you have to believe.

How to reproduce this.

PARAMETER	VALUE	NOTE
Period	September 2024 - August 2026	24 months of closed measurements
Scope	Türkiye only	26 international campaigns measured separately and excluded
Campaigns	336	Across 9 sectors
Measurement	Azira, exposed vs matched control	Attribution Lift Index reported per campaign
Visit definition	Entry into a defined store polygon within the attribution window	Incremental, control-adjusted
Refresh	Continuous	Figures restate as new campaigns close

Ground rule: if a figure in this document cannot be traced back to a named campaign in the measurement file, it does not belong here.

Whatever sector you are in, we can put a number on your next campaign.

Talk to us →

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