

# WE HELPED 99 CENTS STORES INCREASE IN-STORE VISITS WITH BUS ADVERTISING

Looking to drive store visitation, 99 Cents Stores hit the streets of Los Angeles with an attention-grabbing bus king campaign highlighting their 'lowest prices guaranteed' promise. To understand how well the bus campaign resonated with customers and impacted visitation, OUTFRONT worked with StreetMetrics, an independent third-party measurement and attribution provider.

## STRATEGY & EXECUTION

- **Market:** Los Angeles
- **Ad Format:** 166 Bus Kings
- **Retail Locations Tracked:** 165
- **Campaign Duration:** 4 Weeks (July 17 - August 13, 2023)
- **Methodology:** Control vs. Exposed

## HIGHLIGHTS & RESULTS

- Those exposed to the 99 Cents Stores bus ads **were 104% more likely to visit a 99 Cents Store location** than those who were not.
- The exposed group's visitation rate was **twice the rate of the control groups at 4.6%** and 2.3% respectively.
- **More than half of all store visits occurred between the first and 3<sup>rd</sup> exposure** to the bus ads. Nearly one-third occurred after the first.
- 4 store locations were among the top 10 for both visitation and lift. All 4 stores are directly along bus routes **indicating that proximity to retail locations contributed to visitation.**



SOURCE: STREETMETRICS, 2023  
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



## RESULTS

# 104%

MORE LIKELY TO  
VISIT A 99 CENTS  
STORE AFTER OOH  
EXPOSURE

