

WE DROVE OVER 250K MOBILE IMPRESSIONS FOR AIRMAXX

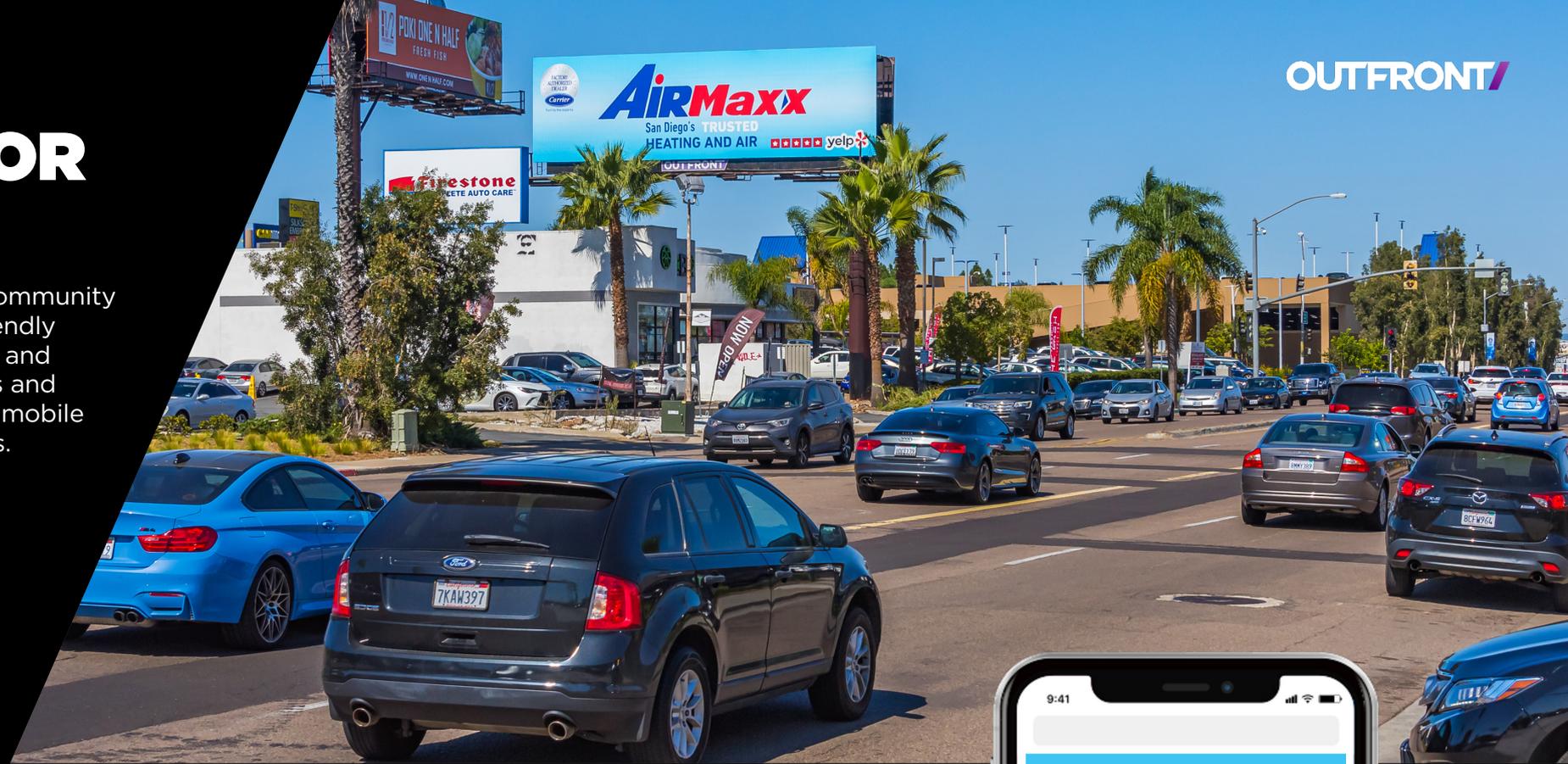
Airmaxx, considered San Diego's #1 HVAC Service, served the local community with their top of the line, award winning technicians. Built on their friendly service and expertise, the company was looking to further grow trust and awareness with San Diegans. In an effort to increase brand awareness and spread their message, the HVAC service utilized OOH and a targeted mobile campaign to help local residents with their heating and cooling needs.

STRATEGY & TACTICS

- **Strategically Placed:** Airmaxx utilized four bulletins throughout the San Diego DMA's surface roads to reach their target audience in need of HVAC services.
- **Targeting:** Airmaxx utilized proximity targeting to engage with potential customers.
- **Creative Excellence:** Airmaxx utilized a landing page and a banner ad in their mobile campaign. The landing page featured contact information and a 5-star yelp rating to help build customer trust. The mobile campaign creatives featured a bright blue color that matches their OOH boards creating synchrony in the campaign. The AIRMAXX creative was designed by OUTFRONT STUDIOS.



DISCLAIMER: OF COURSE, THE RESULTS 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.



OUTFRONT

RESULTS

251,059

DELIVERED IMPRESSIONS

905

CLICKS

3.31%

SAR

10%

LIFT OVER THE MOBILE
ALONE SAR BENCHMARK

