

# WE SAW A 134% LIFT ABOVE THE MOBILE SAR BENCHMARK FOR THE COVE

Coastal living and proximity to Boston make The Cove a desirable luxury apartment building in Massachusetts' South Shore region. Located steps from Hingham's Bare Cove Park and scenic coastline, parent company Alliance Residential is positioning The Cove as a "coastal resort inspired getaway" to attract new residents, specifically targeting affluent adults who commute throughout Greater Boston for work.

## STRATEGY & TACTICS

- **Behavioral Targeting:** The Cove paired a location-specific mobile geofence around the South Shore with a hyper-targeted behavioral layer, reaching their chosen audiences of Baby Boomers, Affluent Shoppers, Dads, Leisure Travelers, and Commuters.
- **Strategically Placed:** The campaign targeted South Shore commuters with interior card takeovers on the MBTA's ferry boats, which travel daily from Hingham and Hull to downtown Boston. Reach and frequency were increased further by placing platform posters at area Commuter Rail and Subway stations, and digital bulletins on the major highways south of Boston.
- **Target Audience:** Hyper-targeting specific audiences and implementing supportive OOH media formats throughout the South Shore area increased engagement and effectively drove positive results for their mobile campaign.



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

200,013

MOBILE IMPRESSIONS DELIVERED

384

CLICKS

7.03%

SAR

28

TRACKED VISITS FROM MOBILE CAMPAIGN

