

# WE SAW A 160% LIFT ABOVE THE MOBILE SAR BENCHMARK FOR ASSUMPTION CATHOLIC SCHOOL

Assumption Catholic School, based in Fairfield, Connecticut, turned to OUTFRONT to increase awareness of & inquiries for an upcoming open house that they were hosting. In conjunction with other local media, they launched a mobile campaign to help them communicate with the community.

## STRATEGY & TACTICS

- **Strategically Placed:** With Fairfield County being a very high-income area within Connecticut with less available OUTFRONT inventory, mobile was a way to reach the school's target audience at a scale that made sense.
- **Mobile Strategy:** For two weeks leading-up to the school's open house, mobile ads were served through proximity targeting within surrounding communities. Banners directed users to a custom landing page, where they could learn more about the open house, the school, or even call for additional info.
- **Creative Excellence:** All creative represented the school's brand & colors, while keeping the focus on spreading awareness of the open house date & time.



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.



## RESULTS

150,000

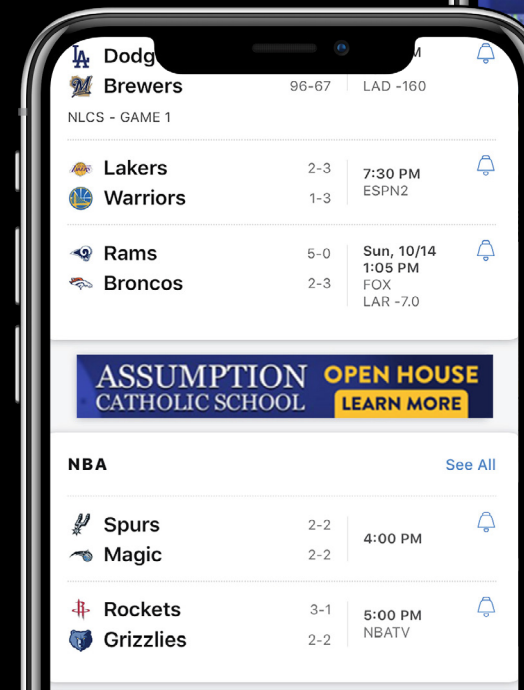
MOBILE IMPRESSIONS DELIVERED

551

CLICKS

7.8%

SAR



OUTFRONT