

WHEN USED TOGETHER, OOH AND MOBILE ARE 3X MORE EFFECTIVE

An automotive brand ran a campaign in a major US market, aimed at increasing visitation to local dealerships. Our goal was to prove that the combined power of strategically placed out of home advertising combined with targeted mobile ads would be more impactful than either medium on its own.

STRATEGY & EXECUTION

- **OOH** | Digital and static billboards were selected based on audience profiles and proximity to auto dealerships delivering both market-wide as well as targeted coverage.
- **Mobile** | Mobile ads were served within a 1/2-mile radius around the OOH as well as market-wide to audiences that were deemed auto-intenders.

MEASUREMENT METHODOLOGY

- Mobile IDs were captured both when consumers were exposed to either OOH, Mobile or both and also when consumers visited one of the dealerships. The IDs were then matched through a device graph to show the correlation between ad exposure and dealership visits

OOH and Mobile combined drive outstanding results!

RESULTS

**VISITATION RATES AMONG CONSUMERS
EXPOSED TO OOH + MOBILE WERE:**

217% HIGHER THAN THOSE EXPOSED TO OOH ALONE

382% HIGHER THAN THOSE EXPOSED TO MOBILE ALONE

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