

# WE SHOWED HOW OOH IMPACTS AUTO SALES

## CAMPAIGN OVERVIEW

An automotive dealer association promoted an annual sales event using multiple media formats in a top 5 DMA. OUTFRONT wanted to better understand the correlation of OOH and the impact it had on auto sales in the market.

## STRATEGIES & EXECUTION

- **Market:** Single Market, Top 5 DMA
- **Ad Formats:** Bulletins
- **Duration:** 7 week campaign

## MEASUREMENT

Through a partnership with Polk Audience Measurement Solutions by IHS Markit and Ninth Decimal, all OOH assets within the campaign were geofenced and mobile ID's recorded of those consumers as they passed through the geofences.

Using a control vs. exposed methodology we were able to compare new auto sales to determine if those who were exposed to OOH were more likely to purchase a new vehicle..

## RESULTS

# 17%

INCREASE IN BUY RATE  
WHEN EXPOSED TO OUT  
OF HOME FOR CASE STUDY  
CAMPAIGN