

WE DELIVERED 734 VISITS FOR AUTO ZONE

Auto Zone ran an 8-week mobile campaign using proximity targeting that was placed over the metro city area in Indianapolis. This campaign totaled 734 visits to Auto Zone locations. Using proximity targeting as well as our cross-device platform.

STRATEGY & TACTICS

- Utilized cross-device tracking.
- Used proximity targeting to their target audience.
- Utilized two different banner creatives and sizes to display ads on mobile devices.



DISCLAIMER: OUTFRONT DOES NOT GUARANTEE RESULTS OR END USER ACTIVITY/ENGAGEMENT WITH RESPECT TO OUTFRONT MOBILE NETWORK CAMPAIGNS, INCLUDING, WITHOUT LIMITATION, THE CLICK THROUGH RATE (CTR), THE SECONDARY ACTION RATE (SAR) OR INCREASED TRAFFIC/VISITS, CUSTOMER INTERACTIONS, COMMERCIAL OPPORTUNITIES, REVENUE OR ROI.

RESULTS

2,110

CLICKS

734

LOCATION VISITS

11%

OVER SAR BENCHMARK

