

WE HELPED BLUE CROSS BLUE SHIELD INCREASE WEBSITE VISITATION

Health insurer organization Blue Cross Blue Shield's ads boarded Washington, D.C.'s Metro buses for a campaign targeting Federal employees during 2022 open enrollment season. In order to discover how effectively the ads resonated and drove website visitation, OUTFRONT worked with StreetMetrics, an independent third-party measurement and attribution provider.

STRATEGY & EXECUTION

- **Market:** Washington, D.C.
- **Ad formats:** Kongs with Headliners (50 buses), Ultra Super Kings (25 buses)
- **Campaign duration:** Six weeks (Oct. 31-Dec. 11, 2022)
- **Methodology:** Control vs. Exposed

HIGHLIGHTS & RESULTS

- Those exposed to the ads were **300x more likely to visit** the Blue Cross Blue Shield website than those not exposed.
- **Visitation rates increased nearly 2000%** over the course of the campaign, from .2% to 3.5%
- Despite one format appearing on twice as many buses, on a per-unit basis, the two formats performed at similar rates.
- The Homepage was the most visited page, accounting for over 52% of total visits.



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.

