

WE SAW A 40% LIFT IN THE MOBILE ALONE CTR BENCHMARK FOR CITY VENTURES RESIDENCES

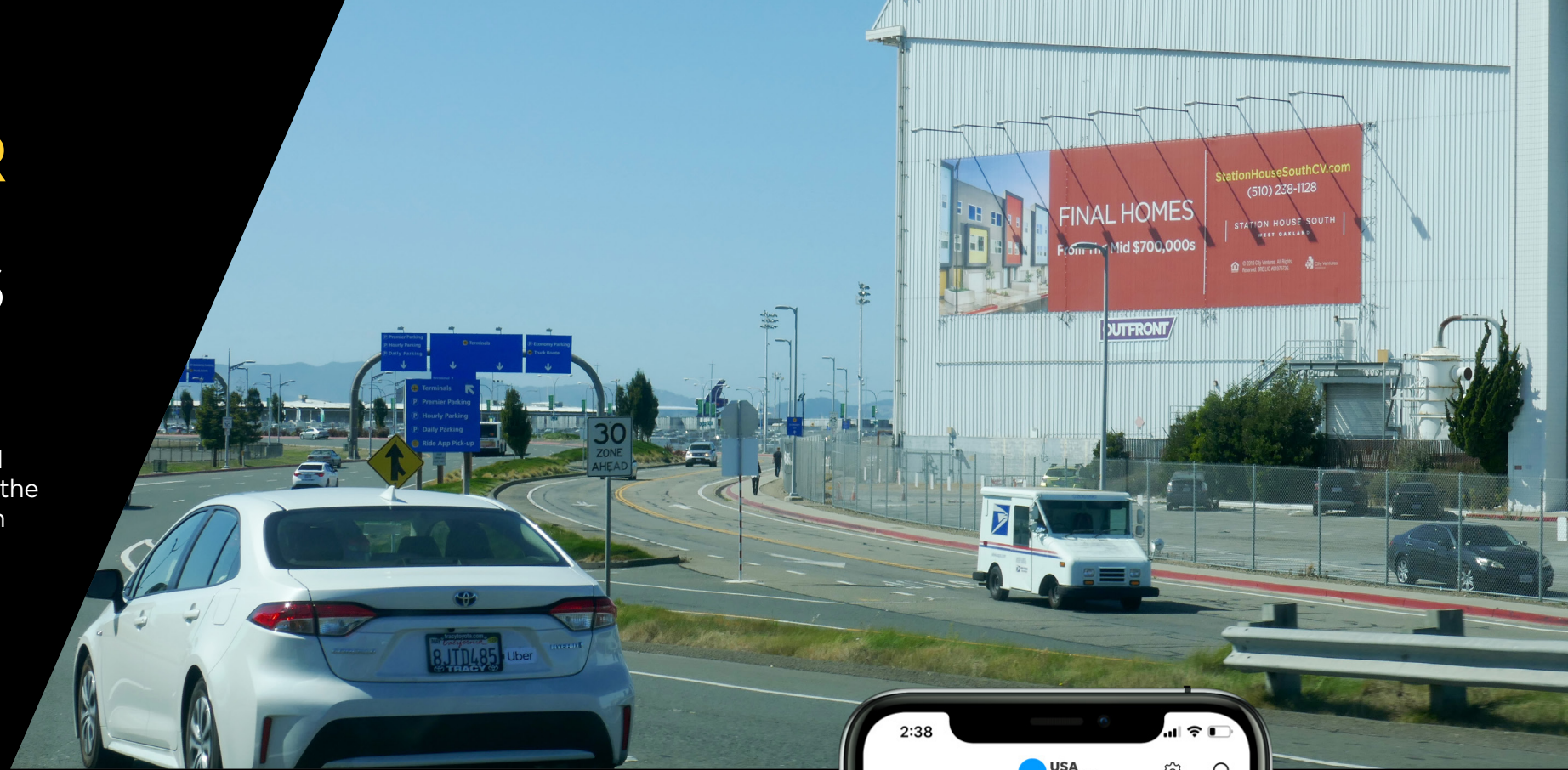
City Ventures Residences focuses on the construction of townhomes, condominiums, lofts, mixed use, live work, and single family detached homes in the San Francisco Bay Area. They were looking to promote the final homes available in their latest residences, Station House South in West Oakland, using both OOH and mobile.

STRATEGY & TACTICS

- **Strategically Placed:** City Ventures utilized a high profile wallscape at Oakland International Airport. As one of the fastest growing airports in the country, serving millions of Bay Area locals annually, this was the perfect location for maximum exposure.
- **Creative Excellence:** Creative was simple and informative, letting their audience know about the final homes available with pricing and enticing them to click to learn more.
- **Web Linked Banner Ad:** Linked to their website with more information on the available homes in Station House South.



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..



RESULTS

1,126,694

IMPRESSIONS

4,715

CLICKS

0.42%

CTR

40%

LIFT OVER THE MOBILE ALONE CTR BENCHMARK

