

OUTFRONT DELIVERED 53% ABOVE THE CTR BENCHMARK FOR JEFF RUBY'S STEAKHOUSE

OBJECTIVE

The client was looking for a unique way to promote the sale of gift cards throughout the holiday season while branding The Jeff Ruby experience.

STRATEGY

Targeted higher income areas of Columbus and their suburbs. Used digital billboards in higher income areas where people travel to restaurants. Utilized our mobile network to target the higher income zip codes and neighborhoods/downtown audience near where the restaurant is located.

RESULTS

During this 9-week campaign, OUTFRONT delivered almost 1.9 million impressions for Jack Ruby, and garnered 8,720 clicks, achieving a .46% CTR, performing 53% above average benchmark.



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.



RESULTS

1,879,682

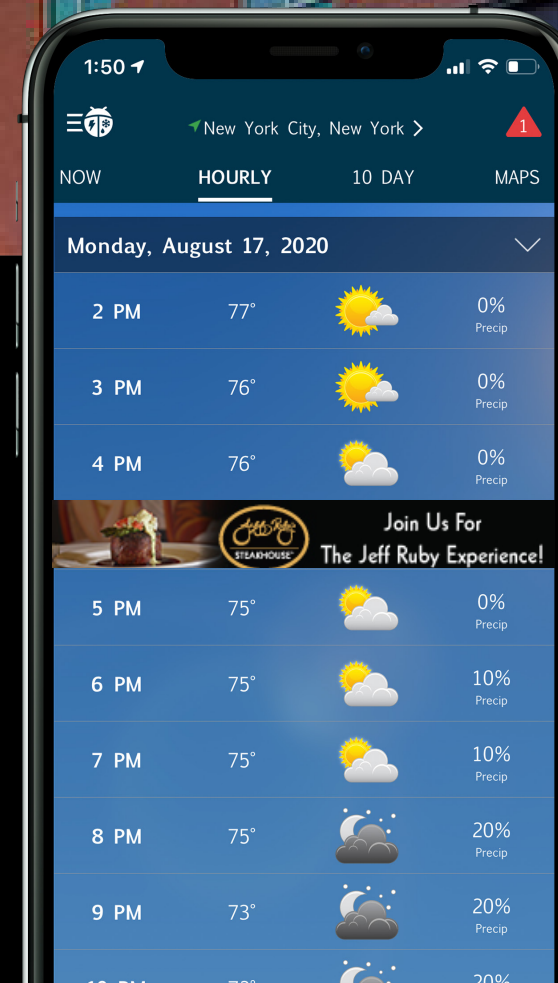
MOBILE IMPRESSIONS

8,720

CLICKS

.46%

CTR



OUTFRONT