

WE DROVE 78% MORE TRAFFIC TO CYBEREASON'S WEBSITE IN THE FIRST WEEK THAN THE 2017 AVERAGE

Boston based cybersecurity firm, Cybereason, used Digital OOH as an unconventional, strategic platform to engage and recruit top potential employees in the market.

STRATEGY & TACTICS

- **Strategically Placed:** Digital Liveboards at select MBTA Subway Stations reached commuters in a captive environment.
- **Creative Excellence:** To engage their tech savvy target audience, the creative contained a code to solve along with a vanity URL that drove website visits.
- **One-To-One Connection:** Cybereason gathered contact information from the vanity URL to initiate future follow ups and screen for recruitment. Any commuter who cracked the code was deemed someone of interest for employment.
- **Campaign Success:** "Our office was buzzing about our first OOH campaign, I've been seeing them on my daily commute! Let's talk about how we could expand this campaign into



RESULTS

78%

MORE TRAFFIC IN FIRST WEEK OF CAMPAIGN VS. 2017 WEEKLY AVG.

797

UNIQUE VIEWS IN THE FIRST WEEK OF THE CAMPAIGN

