

WE HELPED LIFT BRAND AWARENESS, CONSIDERATION, & PURCHASE INTENT FOR EBAY

OUTFRONT

When eBay wanted to measure how well out of home advertising communicated its core messaging, the brand turned to OUTFRONT. With a campaign that included digital transit formats and our Penn Digital Spectacular, eBay sought to position itself in consumers' minds as an online fashion destination. We worked with our independent third-party measurement partner MFour to determine the campaign's impact.

STRATEGY & EXECUTION

- **Market:** New York City
- **Media Used:** Penn Digital Spectacular, Digital Bus Shelters, Subway Liveboards, Livecard MAX*
- **Campaign duration:** Six weeks (August 19-September 29, 2024)
- **Methodology:** Control vs. exposed

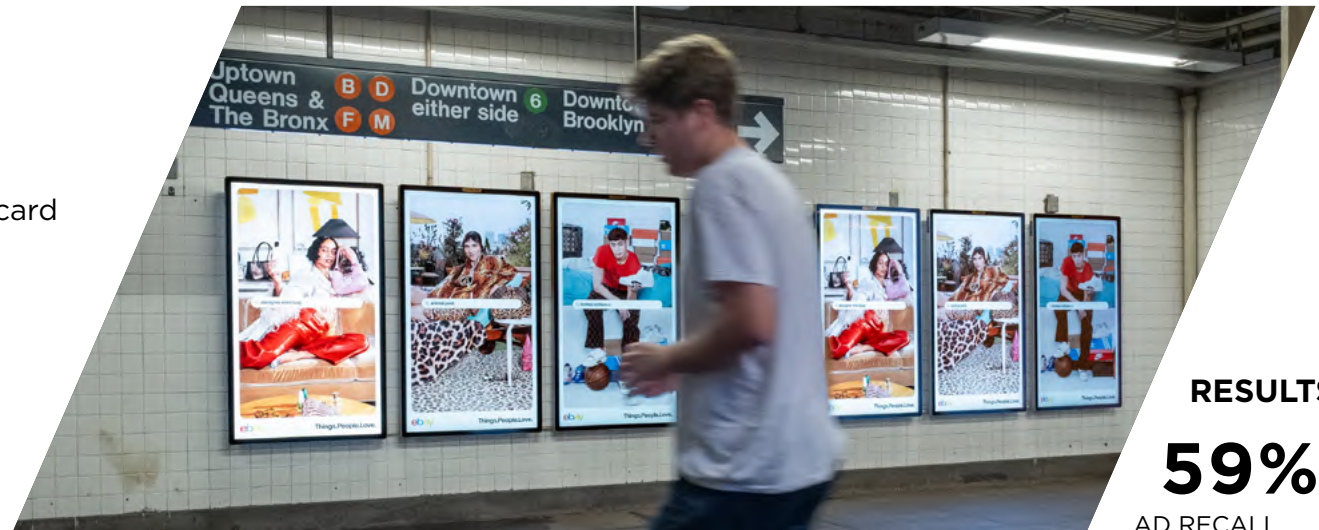
OUTCOMES

- **Brand awareness rose**, both aided (+10%) and unaided (+60%). eBay's unaided brand awareness beat out its comp set among online fashion marketplaces.
- The campaign's 59% **ad recall rate was 1.5x above MFour's benchmark.**
- Among those who recognized the ads, compared to the control group:
 - **Brand affinity lifted 14%;**
 - **Likelihood to consider lifted 11%;**
 - **Intent to purchase lifted 28%;** and
 - **79% recalled seeing the ads** on subway station Liveboards.



SOURCE: MFOUR

* INDICATES MULTIPLE OPERATORS.
DISCLAIMER: OF COURSE, THE RESULT 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

59%

AD RECALL

+60%

UNAIDED BRAND AWARENESS LIFT

+11%

CONSIDERATION LIFT

+28%

INTENT LIFT