

# WE HELPED CUNY DRIVE WEBSITE VISITATION BY USING BUS MEDIA

The City University of New York took its “Degrees Without the Debt” campaign to the streets, placing ads on the sides of hundreds of MTA buses. To understand the impact of the campaign on website visitation, OUTFRONT worked with StreetMetrics, an independent third-party measurement and attribution provider.

## STRATEGY & EXECUTION

- **Market:** New York City (736 buses)
- **Ad format:** Bus Kings
- **Campaign duration:** Four weeks (January 29, 2023-March 3, 2023)
- **Methodology:** Control vs. Exposed

## HIGHLIGHTS & RESULTS

- The campaign drove **over 18,000 observed visits** to the website among the exposed group.
- The exposed group **visited the website at nearly ten times the rate** of the control group (1.9% vs. 0.2%)
- Those exposed were **9x more likely to visit the CUNY website** than those not exposed.
- Those exposed were **29x more likely to visit the site’s Join page** than those not exposed.



SOURCE:  
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

**18K+**

WEBSITE VISITS

**9X**

MORE LIKELY TO VISIT THE WEBSITE

**29X**

MORE LIKELY TO VISIT THE JOIN PAGE

