

WE DROVE 500K+ IMPRESSIONS

Eversana ran a 12-week mobile ad campaign paired with OOH to reach applicants in the Memphis, TN market. Their goal was to increase awareness for their available warehouse job opportunities. This campaign yielded such great results that Eversana increased their mobile spend and ran subsequent campaigns to continue reaching valued applicants.

STRATEGY & TACTICS

- ✓ Drove awareness & consideration for job seekers to apply to open positions
- ✓ Used proximity targeting placing a 10-mile radius around the Eversana warehouse
- ✓ Ran ads both in English and Spanish casting a wider pool of applicants



DISCLAIMER: OUTFRONT DOES NOT GUARANTEE RESULTS OR END USER ACTIVITY/ENGAGEMENT WITH RESPECT TO OUTFRONT MOBILE NETWORK CAMPAIGNS, INCLUDING, WITHOUT LIMITATION, THE CLICK THROUGH RATE (CTR), THE SECONDARY ACTION RATE (SAR) OR INCREASED TRAFFIC/VISITS, CUSTOMER INTERACTIONS, COMMERCIAL OPPORTUNITIES, REVENUE OR ROI.

RESULTS

1946

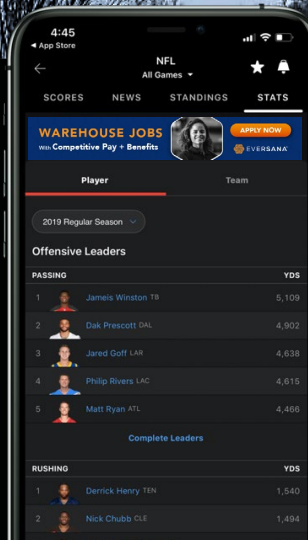
CLICKS

30%

LIFT ABOVE THE MOBILE CTR BENCHMARK

500,058

IMPRESSIONS DELIVERED



OUTFRONT