

WE DELIVERED OVER 218,000 MOBILE IMPRESSIONS FOR EXELIXIS

Exelixis is a notable oncology-focused biotechnology company that aims to accelerate the discovery, development, and commercialization of medicines for difficult-to-treat cancers. Exelixis paired OUTFRONT's digital bulletins and mobile resources to attract career seeking biotech professionals and boost brand presence in the San Francisco Bay Area.

STRATEGY & TACTICS

- **Strategic Placement:** Exelixis paired OUTFRONT's digital bulletins with mobile proximity targeting to reach potential career seekers and biotech professionals.
- **Targeting:** A 1-mile proximity radius was set around eight designated locations near biotech hotspots and commuter hubs to attract interested biotech professionals through mobile devices and raise brand awareness.
- **Captivating Creative:** This campaign utilized multiple ad sizes, formats, vibrant colors, and portraits of joyful professionals to potential career seekers.
- **Web Linked Banner Ad:** The mobile banner ads were linked to the Exelixis careers page on the company's website.



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, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

RESULTS

218,750

DELIVERED MOBILE IMPRESSIONS

678

CLICKS

.31%

CLICK THROUGH RATE

3%

LIFT ABOVE CTR BENCHMARK

