

815 VISITS TO 5 UNDER GOLF AND CONTINUED CAMPAIGN GROWTH

5 Under Golf Center, an entertainment destination in Beaumont, TX, wanted to increase patronage to their venue. Explicit audience targeting narrowed to defined areas and clever creative execution continues to drive 5 Under Golf's measurable success.

STRATEGY & TACTICS

- **Purposeful Placement:** 5 Under Golf Center utilized OUTFRONT's dominate static bulletins across the market to direct patrons to visit their location. The venue also layered in mobile proximity and audience targeting to maximize their campaign reach.
- **Targeting:** Geofenced entertainment venues and breweries across Beaumont, TX. And, targeted golfers, entertainment enthusiasts, outdoor enthusiasts, late-nighters, live event attendees, bar and pub goers, sports enthusiasts, and more by zip code.
- **Dynamic Creative:** 5 Under Golf Center consistently updates creative running on mobile ads with their current events and specials. All banners have a clear call to action - driving consumers to interact.



RESULTS*

815

VENUE VISITS

907,752

IMPRESSIONS SERVED

27%

LIFT OVER THE MOBILE ALONE CTR BENCHMARK

*AS OF 8/27/21

