

WE DELIVERED 2,997 VISITS FOR GALEN COLLEGE OF NURSING

Galen College of Nursing ran 4-week mobile ad campaign using OUTFRONT'S mobile resources, paired with OOH to reach applicants in the Nashville, TN market. The goal was to boost traffic to their website to attract new and potential students.

STRATEGY & TACTICS

- ✓ Drove awareness & consideration
- ✓ Used proximity targeting
- ✓ Utilized two different banner creatives and sizes to display ads on mobile devices



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.

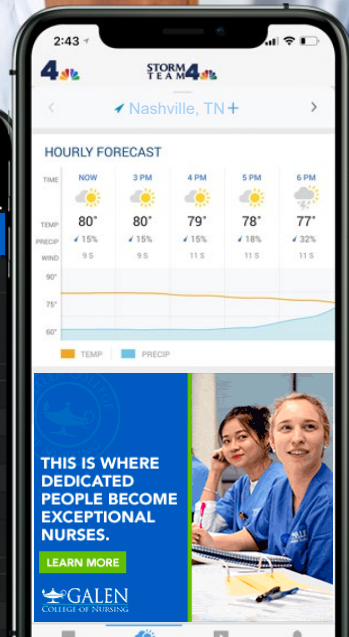
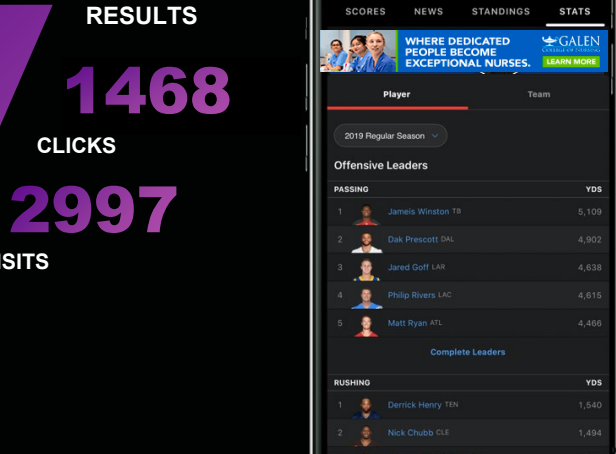
RESULTS

1468

CLICKS

2997

VISITS



OUTFRONT