

WE GENERATED MORE THAN 4.5 MILLION IMPRESSIONS FOR HOMESERVE BY COMBINING OOH AND MOBILE

HomeServe is the leading provider of home repair solutions, serving nearly 5 million loyal customers with repair service plans and many more who use their additional solutions throughout the U.S. and Canada. Out of home and mobile were added to their media mix to generate brand awareness and reach potential customers.

STRATEGY & TACTICS

- **Strategically Placed:** HomeServe reached New Yorkers with Digital Bulletins placed along highly-trafficked highways. Bulletins located on key highways and intersections are the perfect way to reach those homeowners on-the-go as they're heading to their next destination.
- **Proximity Targeting:** OUTFRONT's Mobile Network was layered in for engagement, reaching a captive audience across New York who were primed by the OOH. The mobile proximity ads featured witty terms, driving frequency to click and find out more HomeServe providers nearby.



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

.22%
CLICK THROUGH RATE

10,100
CLICKS

4.5M+
TOTAL IMPRESSIONS

