

WE INCREASED BRAND AWARENESS AND APP DOWNLOADS FOR JOB TODAY

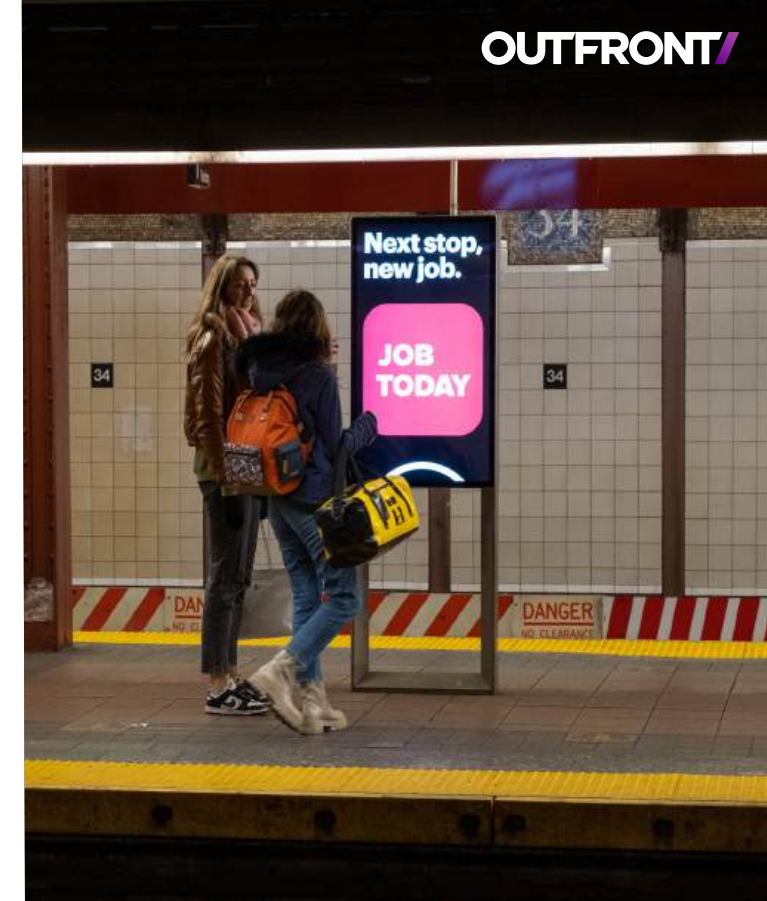
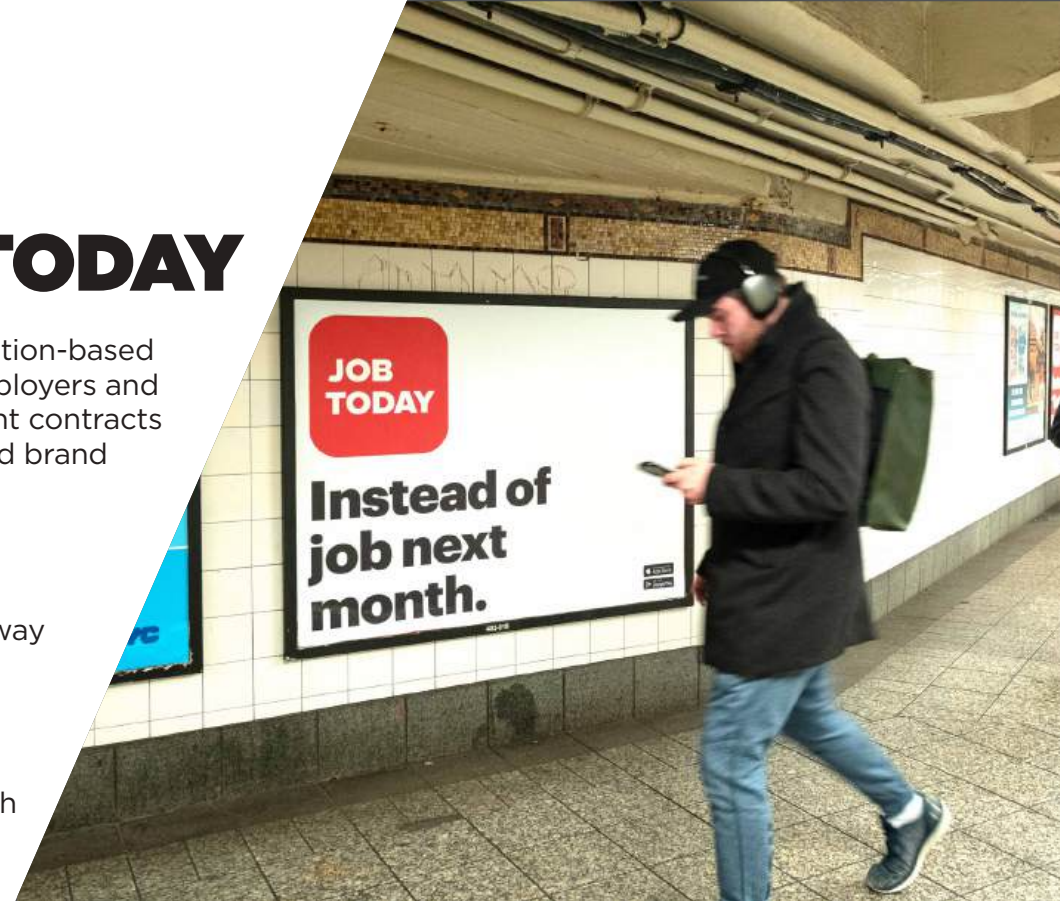
Job Today is an employment networking app service that uses a location-based job search mobile app, which facilitates communication between employers and job seekers, allowing users to secure short and long-term employment contracts within 24 hours or less. The brand partnered with OUTFRONT to build brand awareness.

STRATEGY & TACTICS

- **Strategically Placed:** Job Today observed that the New York subway was the mode of transportation used by most young working professionals, as well as business owners — its two key target audiences. The campaign included static platform-level posters, in-car advertisements, and digital liveboards across New York neighborhoods in collaboration with businesses already hiring with Job Today.
- **Creative Excellence:** The creative featured clear and simple communication close to the brand's core. The messaging positioned Job Today as the fast and easy way to find a job and earn extra money.
- **Client Success:** Job Today saw an immediate and significant lift in all key business metrics throughout the OOH campaign. Not only did the campaign increase brand awareness, but it also drove the performance marketing channels and sales performance in a positive direction.

**JOB
TODAY**

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

110%

INCREASE IN OVERALL APP STORE CONVERSION RATE FROM APP PAGE VIEW TO INSTALL

80%

LIFT IN APP INSTALLS ON THE FIRST WEEK OF THE CAMPAIGN

28K

ADDITIONAL APP INSTALLS DRIVEN THROUGHOUT THE CAMPAIGN PERIOD AND THE TWO-WEEK COOLDOWN PERIOD

