

# WE HELPED KIDCAM CAMPS SURPASS THEIR GOAL WITH A TARGETED CAMPAIGN

A trusted name in summer camps by thousands of families for the last 47 years, at Kidcam, Day Camp isn't just something they do. It's everything they do. Kidcam turned to OUTFRONT's mobile network to raise awareness for online reservations, going as far as to utilize different creatives to target the different camps. We helped them "hit (and in two cases went over!) capacity" for all camps targeted within the campaign.

## STRATEGY & TACTICS

- **Proximity Targeting/Behavioral Audiences:** We geofenced specific locations and zip codes in the New Orleans area, including the use of some behavioral audiences, to further enhance the campaign.
- **Banner Ad:** Optimized for CTR, the banner ad (specific to the separate camps) lead the end user to the correct URL to register.
- **Flight Dates:** 4/26/21 - 5/27/21



## RESULTS

172,503

BOOKED IMPRESSIONS

613

TOTAL CLICKS

.36%

CLICK THROUGH RATE

