

WE SAW A 40% LIFT ABOVE THE MOBILE CTR BENCHMARK FOR LALAMOVE.

Lalamove is an app-based delivery on demand service. They allow customers to connect with delivery partners & deliver goods within the city same day. This campaign targeted Houston Texas using a combination of mobile & ooh to spread awareness of their services and encourage app downloads.

STRATEGY & TACTICS

- / 12 week campaign
- / Goal of driving awareness & app downloads.
- / **Proximity & Audience Targeting:** Placed a 5-mile geo-fence around the OOH assets & targeted key zip codes throughout Houston. They also targeted key Brand & Behavioral Audiences.



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

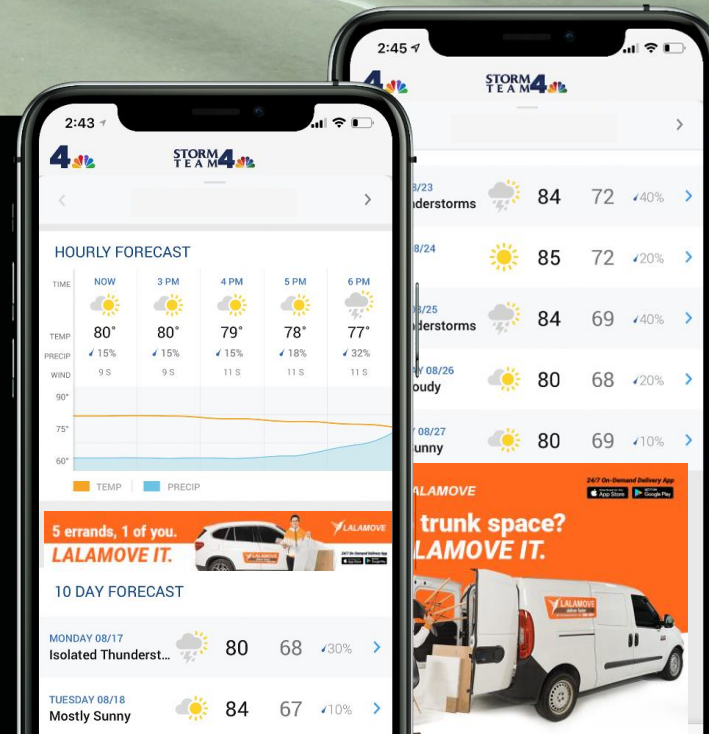
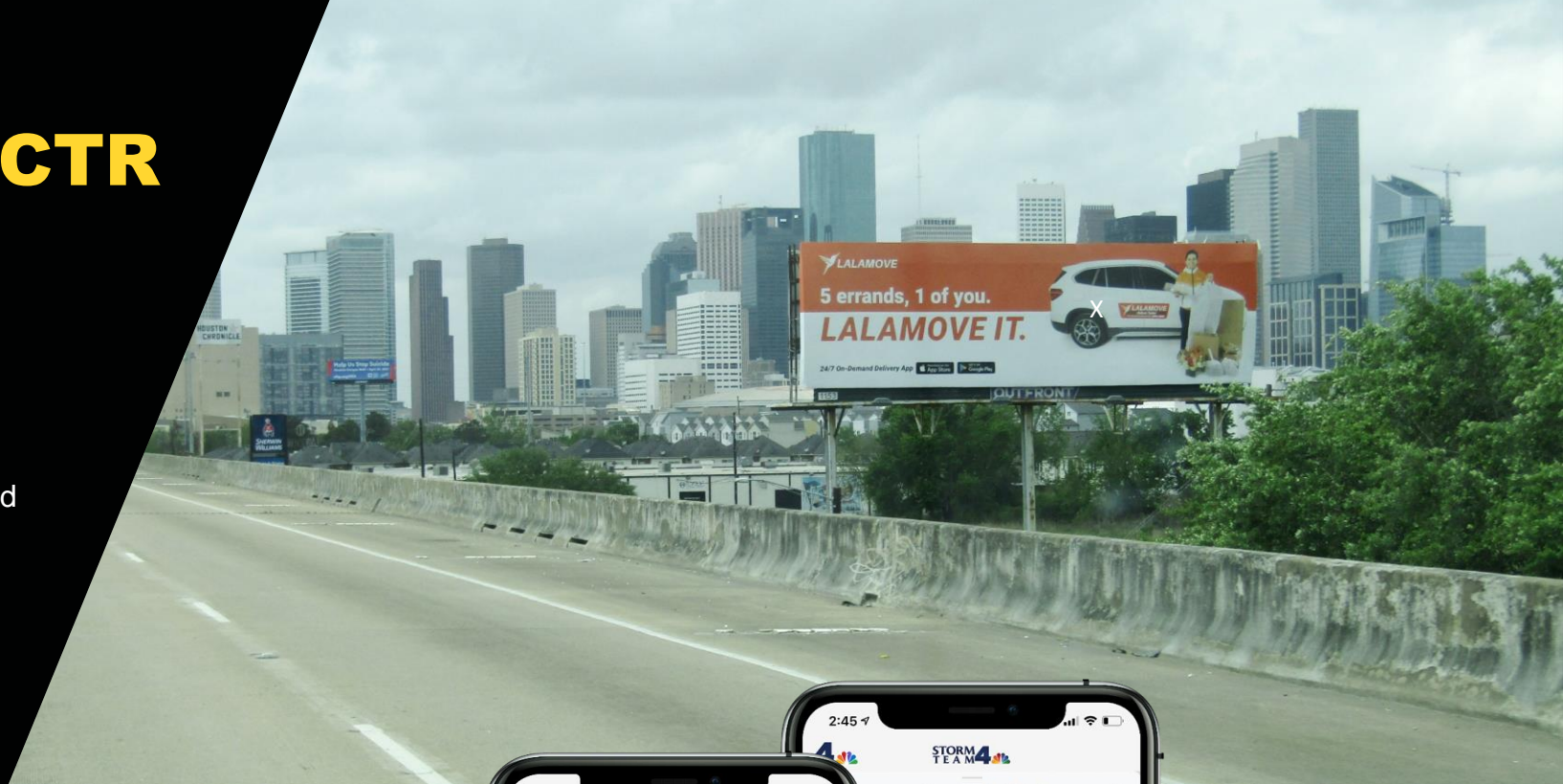
12,979

CLICKS

3,094,481

IMPRESSIONS DELIVERED

.42%
CTR



OUTFRONT