

WE INCREASED BUSINESS INQUIRIES AND WEBSITE VISITS FOR NINJAONE

NinjaOne produces IT management software that delivers an innovative experience supporting distributed and remote workforces. NinjaOne wanted to increase brand awareness, reach tech start-ups, and pair OOH advertising with an existing responsive search ad campaign in San Francisco.

STRATEGY & TACTICS

- **Strategically Placed:** NinjaOne utilized OUTFRONT's resources to identify the best target locations to amplify its brand presence. NinjaOne decided to leverage a high-visibility digital bulletin near SFO airport and a bold wall in Downtown San Francisco to capture the attention of high traffic volumes.
- **Creative Excellence:** Ad designs utilized large blue text on a simple white background to maximize visibility and generate attention. Bold typography was paired with solid messaging and a compelling image designed for tech-related targets.
- **Client Success:** During this campaign, NinjaOne reported a positive increase in San Francisco Bay Area business inquiries. NinjaOne also credited the success of their campaign to the OOH resources and support that OUTFRONT provided.

ninjaOne

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.

OUTFRONT

RESULTS

+50%

ESTIMATED INCREASE IN BUSINESS INQUIRIES WITH A SOFT BASE WHILE UTILIZING AN OOH CAMPAIGN!

"The traffic from the San Francisco area increased and we got plenty of positive feedback from partners and friends."

- Tina Lei, Sr. Director of Growth and Strategy