

PALM BEACH COUNTY VICTIM SERVICES USES A MULTIMEDIA CAMPAIGN TO GET THEIR MESSAGE OUT

BASIC OVEVIEW

Palm Beach County Victim Services utilized a combination of transit, billboard, and mobile media to get important information to those who need it. Their combination of an excellent media mix across multiple formats insured a high reach and frequency and achieved the client's goals of building awareness while also driving people to their website.

MORE INFORMATION

- 1,029 clicks were made based on this campaign
- Performed 43% above benchmark
- Generated 225 visits



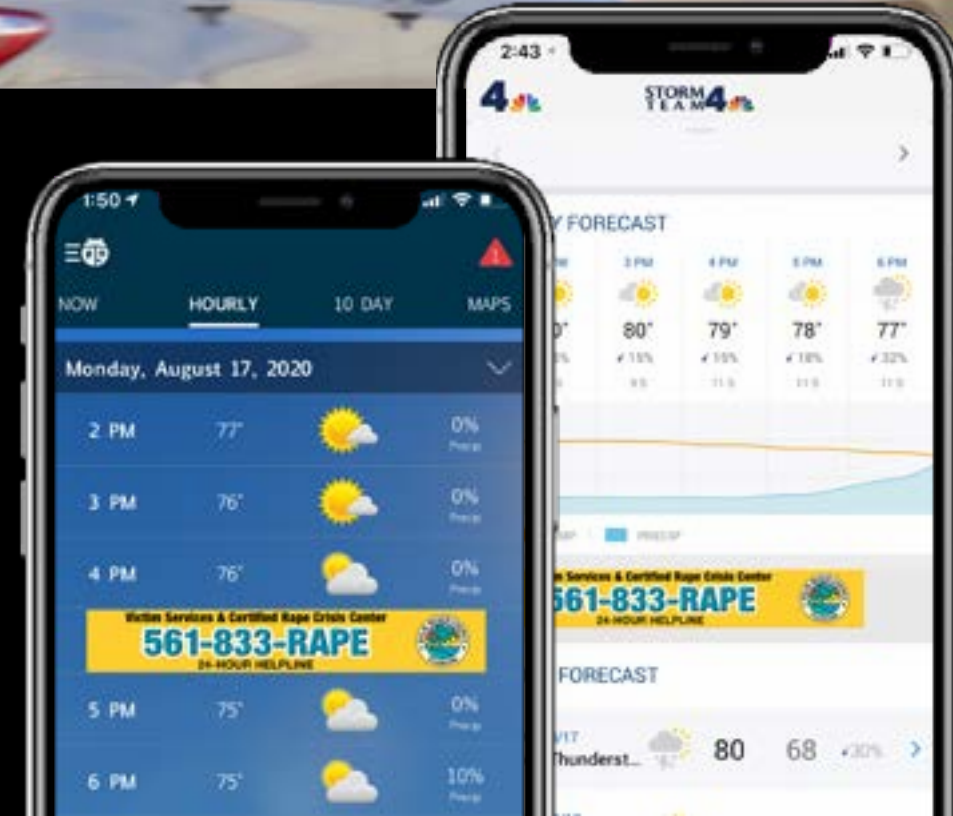
SOURCE: GROUNDTRUTH



RESULTS

970,255
IMPRESSIONS DELIVERED

0.11%
CTR



OUTFRONT/