

WE TRACKED 97 LOCATION VISITS

Pantego Dental ran a mobile only campaign to increase awareness and drive office visits with new patients. They utilized GIF creative to offer a “FREE electric toothbrush” for new patients.

STRATEGY & TACTICS

- OUTFRONT STUDIOS designed the engaging creative.
- Used Proximity Targeting to surround their competitors during an 8 week campaign.
- Utilized a dynamic landing page to capture Secondary Action data, driving consumers to their website, giving them directions, and the providing the phone number to schedule appointments.



RESULTS

1,397

CLICKS

41

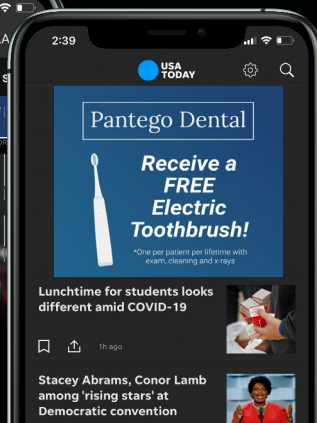
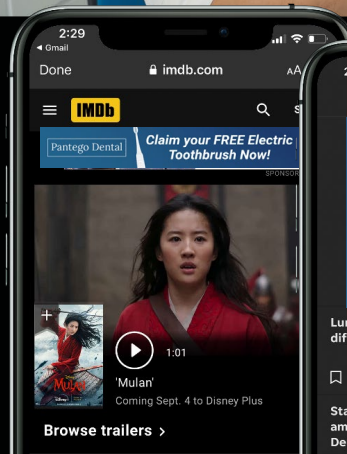
SECONDARY ACTIONS

625,815

DELIVERED IMPRESSIONS

Pantego Dental

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.



OUTFRONT