

WE GENERATED OVER 2 MILLION MOBILE IMPRESSIONS FOR PLANNED PARENTHOOD

Planned Parenthood delivers vital reproductive health care, sex education, and information to millions of people worldwide. OUTFRONT enabled Planned Parenthood to have a broader reach in local Washington communities. The goal sought to create awareness of their local in-person services to high impact audiences and drive traffic to their website.

STRATEGY & TACTICS

- **Mobile Targeting:** Planned Parenthood targeted specific zip codes within 10 miles of their clinic location. They reached both their demographic & location-based target audiences with a purposeful mobile strategy, serving as an effective secondary touchpoint.
- **Campaign Success:** With the help of our award-winning OUTFRONT Studios team, Planned Parenthood's creative was straight forward and eye-catching. The campaign promoted their mission statement & informational resources, delivering over 2 million targeted mobile impressions.



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.

RESULTS

2.48%

SECONDARY ACTION RATE

2,050,412

MOBILE IMPRESSIONS DELIVERED

4,953

CLICKS

111

SECONDARY ACTIONS

