

# WE INCREASED AWARENESS, WEBSITE TRAFFIC, AND SHOWROOM VISITS FOR POPPIN

Poppin, a modern office furniture company, needed to increase foot traffic to their new Boston showroom. Although they had been selling complete office solutions for years, most of their brand recognition was related to office supplies. They used OOH to increase brand awareness around their entire assortment, stand out from competitors, and establish themselves as the “work happy” experts.

## STRATEGY & TACTICS

- **Strategically Placed:** A combination of in-station, in-train, and street-level OOH media formats created an unavoidable, high-impact campaign throughout Downtown Boston that reached business professionals at multiple points along their daily commutes. The campaign was anchored by Copley Station Domination, which provided high-profile brand exposure in the city’s trendy Back Bay neighborhood.
- **Mobile Retargeting:** A geofence around Copley Station provided an additional touchpoint to reach commuters who were exposed to the domination. Geofences were also placed around Downtown Crossing, an area of the city known for its high concentration of office buildings and business professionals, as well as the Poppin Showroom.

**poppin.**

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

**58%**

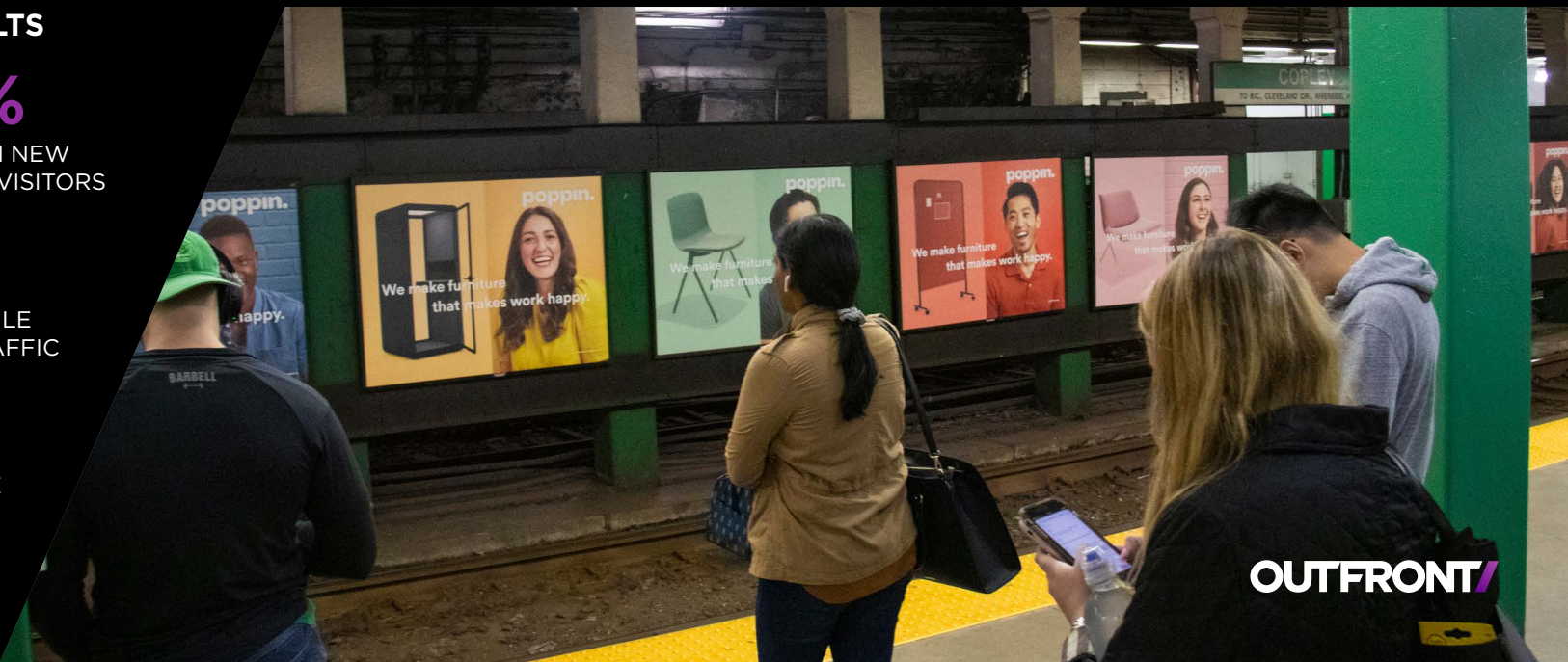
INCREASE IN NEW POPPIN.COM VISITORS

**128%**

INCREASE IN MOBILE LANDING PAGE TRAFFIC

**34**

TRACKED VISITS TO THE POPPIN SHOWROOM



**OUTFRONT**