

RANDOLPH BROOKS FEDERAL CREDIT UNION TRACKED OVER 18K LOCATION VISITS

Randolph Brooks Federal Credit Union started their campaign with OUTFRONT to increase brand awareness and drive new business.

STRATEGY

- **Strategic Locations:** Static bulletins near their locations across San Antonio and surrounding areas.
- **Mobile Geofencing & Audiences:** Layered on mobile geofencing to compliment their bulletin campaign by geofencing their out of home assets and targeted consumers in market for auto and auto dealers in corresponding zip codes.

RESULTS

Randolph Brooks Federal Credit Union continues to renew their out of home and mobile campaign over the last three years. The mobile click thru rate out performs benchmarks, and the location visit tracking showcases abundant growth.



SOURCE:GROUNDTRUTH
DISCLAIMER: OF COURSE, THE RESULT 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

.48%
AVG. CLICK THRU RATE

18K
LOCATION VISITS

60%
LIFT IN MOBILE CTR BENCHMARKS

