

# WE HELPED SHEERTEX DRIVE WEB VISITS, CONVERSIONS

Direct-to-consumer hosiery brand Sheertex made its presence known on the streets of New York City with a bus media campaign that paired their “Alarmingly Strong Tights” tagline with memorable visuals illustrating just that. To understand the impact of the campaign on website visitation and conversion, OUTFRONT worked with StreetMetrics, an independent third-party measurement and attribution provider.

## STRATEGY & EXECUTION

- **Market:** New York City (Manhattan)
- **Ad format:** Ultra Super King
- **Campaign duration:** Four weeks (Oct. 31-Nov. 27, 2022)
- **Methodology:** Control vs. Exposed

## HIGHLIGHTS & RESULTS

- Those exposed to OOH were **98x more likely to visit** the Sheertex website.
- The exposed group **visited the website at nearly double the rate** of the control group (2.94% vs. 1.51%).
- The campaign **gained momentum over its four weeks**; each week the rate of visitation among the exposed group grew an average 94.7% while at the same time the gap between the visitation rate of the exposed group and control group became wider
- 15.9% of all website visits were the **checkout page**; the exposed group was **117x more likely to check out** than the control group.

sheertex StreetMetrics

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.



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