

# WE DROVE OVER 760,668 MOBILE IMPRESSIONS FOR SOAPY JOE'S

Soapy Joe's, a popular self-service car wash in San Diego County, was looking to promote their brand and service options to the community. The car wash utilized OOH and a targeted mobile campaign to increase Wash Club Membership sign-ups, and spread the word about their convenient hours, lightning-fast express service, and premium upgrades.

## STRATEGY & TACTICS

- **Strategically Placed:** Soapy Joe's utilized both bulletins and posters near their El Cajon Blvd. car wash location in the San Diego area to reach drivers.
- **Targeting:** The car wash targeted thirteen car washes with a five-mile radii. Multiple audiences were reached across seven zip codes in San Diego County. Audiences included car owners, luxury car owners, car enthusiasts, young drivers, and many more.
- **Web Linked Banner Ad:** Soapy Joe's utilized two creatives and two banner sizes displaying price promotions to bring attention to the Wash Club Membership deals. The banners featured a "Join Now" button with the car wash logo prominently placed. This banner directed users to an informational page about the promotion. This resulted in 288 in-person visits to the car wash from mobile engagement alone.



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.



OUTFRONT

RESULTS

760,668

IMPRESSIONS DELIVERED

0.32%

CTR

288

STORE VISITATIONS

2,470

TOTAL CLICKS

