

# WE SAW A 62% LIFT ABOVE THE MOBILE ALONE SAR BENCHMARK

Southern Builders of Louisiana ran a mobile campaign to help increase awareness for their new build homes in the St. Bernard neighborhood in Southern Louisiana area just outside of New Orleans.

*"Give them quality. That is the best kind of advertising. And that is exactly what OUTFRONT did for us. Their marketing strategies not only increased our brand awareness, but our sales as well!" ~ Julie Boihem*

## STRATEGY & TACTICS

- / Flight Date: 6/11/18 - 11/25/18
- / Driving brand awareness & consideration for their homes & building services.
- / Used proximity targeting and placed a 2 mile radius around their directional OOH asset.
- / Dynamic landing page included branding, directions to their business and click to call.

**SOUTHERN BUILDERS**  
OF LOUISIANA

DISCLAIMER: OUTFRONT DOES NOT GUARANTEE RESULTS OR END USER ACTIVITY/ENGAGEMENT WITH RESPECT TO OUTFRONT MOBILE NETWORK CAMPAIGNS, INCLUDING, WITHOUT LIMITATION, THE CLICK THROUGH RATE (CTR), THE SECONDARY ACTION RATE (SAR) OR INCREASED TRAFFIC/VISITS, CUSTOMER INTERACTIONS, COMMERCIAL OPPORTUNITIES, REVENUE OR ROI.

## RESULTS

# 117

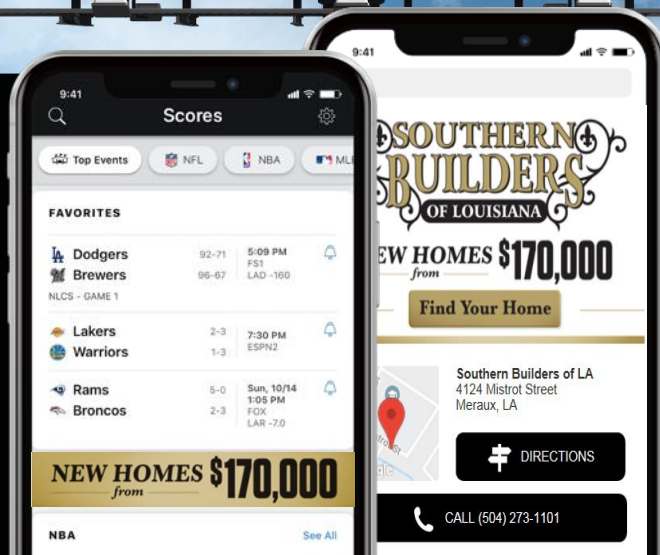
SECONDARY ACTIONS

# 62%

LIFT ABOVE THE MOBILE SAR BENCHMARK

# 371,893

TOTAL IMPRESSIONS DELIVERED



**OUTFRONT**