

WE HELPED TINDER DRIVE APP DOWNLOADS WITH TRANSIT ADVERTISING

Tinder's colorful, imaginative "It Starts With a Swipe" bus media campaign caught the attention of Angelenos. But did it drive app downloads? To understand how the campaign impacted this essential KPI, OUTFRONT worked with StreetMetrics, an independent third-party measurement and attribution provider.

STRATEGY & EXECUTION

- **Market:** Los Angeles (San Fernando Valley & Westside)
- **Ad formats:** 5 Full Wraps, 110 Kings, 637 Tails
- **Campaign duration:** Six weeks (March 13-April 23, 2023)
- **Methodology:** Control vs. Exposed

HIGHLIGHTS & RESULTS

- Those exposed to the bus ads were **79% more likely to download** the Tinder app than those who were not.
- The campaign drove **1,045 app downloads** among the exposed group.
- Tails comprised 85% of the buses and kings represented 15%. Their **download rates** were nearly identical (**.8% for Tails, .7% for Kings**).
- While the 5 full wraps represented just .7% of the media plan, they drove **10.4 downloads per bus** - twice the rate of Kings and 8x the rate of Tails.
- The exposed group downloaded continuously throughout the campaign; by its end they had **3x more app downloads** than the control group.



SOURCE: STREETMETRICS, 2023
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

79%

MORE LIKELY TO
DOWNLOAD TINDER
APP AFTER OOH
EXPOSURE

