

WE DROVE A 62% LIFT ABOVE SAR BENCHMARK FOR VINTAGE REALTY COMPANY

The Vintage Realty Company ran a repeat mobile campaign to help increase awareness for The RESERVE on Bayou DeSiard Property, and let people know that the property is available for leasing. Located in Monroe, LA.

STRATEGY & TACTICS

- 12-week activation
- Driving awareness for The RESERVE on Bayou DeSiard Luxury Apartments.
- Used proximity targeting and placed a 1 mile radius around competitor properties and had a supporting digital OOH campaign.
- Dynamic landing page included branding, directions to the property, click to call, and website button.



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

58

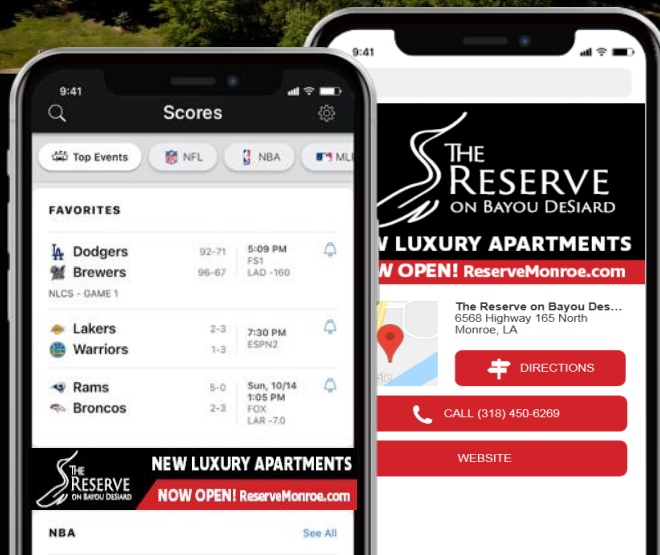
SECONDARY ACTIONS

62%

LIFT ABOVE THE MOBILE SAR BENCHMARK

74,395

DELIVERED IMPRESSIONS



OUTFRONT