

WE DELIVERED 3.6M MOBILE IMPRESSIONS FOR ZOHOCRM

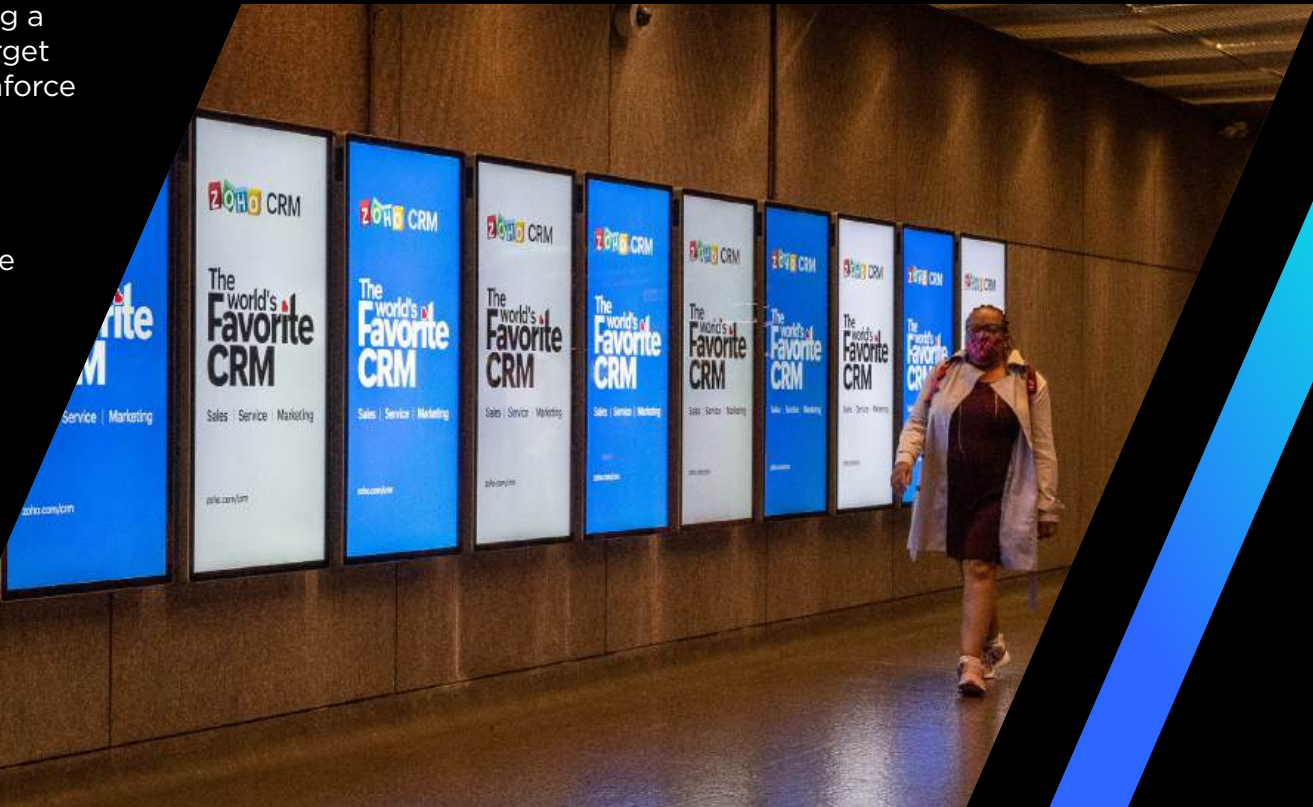
Zoho CRM is a leading cloud-based customer relationship management (CRM) software suite developed to manage sales data, marketing, customer support, and other business functions in a single cohesive platform. Zoho is trusted and utilized by over 250,000 businesses in 180 countries to convert more leads, engage with customers, and build revenue.

STRATEGY & TACTICS

- **Strategic Placement:** The campaign was centered in San Francisco and utilized 4 impactful walls, 2 digital bulletins, 1 bulletin, and an array of captivating liveboards at Embarcadero BART station. The chosen locations are known for heavy traffic and activity. These areas were ideal for engaging with tech audiences surrounding the Moscone Center during the Dreamforce conference.
- **Targeting:** This campaign utilized proximity targeting a 5 mile radius surrounding the Moscone Center to target event attendees and tech audiences near the Dreamforce conference.
- **Captivating Creative:** Campaign creatives featured vibrant typography-based designs that displayed a clear brand message to viewers. The bold and simple color schemes made the design clear, highly visible, and unforgettable.
- **Web Linked Banner Ad:** Linked to the Zoho CRM website to boost brand visibility, and promoted the software to potential customers and businesses.



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

3.6M

MOBILE IMPRESSIONS

4,465

CLICKS

.12%

CLICK THROUGH RATE

