DOOH DRIVES DOWNLOADS FOR STREAMING SERVICE

Campaign Objective:
Drive brand awareness & app downloads amongst a streaming service’s target audience traveling during summer weekends throughout Boston, New York, Chicago, and Philadelphia.

Solution:
Identified Digital Bulletins that over-indexed for vacation/beach goers with RADARView. Leveraged the flexibility of Digital OOH to reach consumers with contextually-relevant messaging during peak weekend drives times. Measured campaign impact on downloads of the streaming service’s app amongst OOH exposed audiences.

Results

- OOH exposure generated a **1.24% app install conversion rate**, on par with mobile media
- **50%** of app downloads measured came from devices **solely exposed to OOH**
- Industry-first attribution solution delivered insights on engagement, demographics and consumer behavior used to optimize future campaigns

Source: CCO RADAR / Kochava, Cuebiq; September, 2018