

## USPS

### Problem

How does the United States Postal Service boost recruitment marketing to increase online applicants?

### Solution

By utilizing out of home layered with mobile ads to introduce the benefits of being a USPS employee in strategic areas.

### Background

The United States Postal Service (USPS) is one of the largest business enterprises under the operation of the US federal government, with over 600,000 employees. However, with the volume of physical mail declining in recent years, younger generations entering the workforce are not considering jobs in the USPS as much as previous generations before them. When it comes to USPS employment, average compensation is higher than that of comparable private-sector workers, with very competitive benefits packages. Despite these benefits, the USPS needed to give their recruitment marketing messaging strategy a boost.

### Objective

The objective was to raise awareness around the brand, the benefits of becoming an employee and increase the number of online applicants in the Denver area for carriers, clerks and tractor trailer operators. The target demographics were 18+, high school educated.

### Strategy

To help spread awareness of the benefits, the USPS chose to work with an agency to deploy an integrated out of home media and digital strategy called “shadowfencing” in the Denver area. Developed by the agency in partnership with a software development company, this shadowfencing strategy deploys a dynamic geofence that shadows mobile billboards wherever they drive. In addition, campaign targeting parameters change automatically to serve mobile display ads to devices closest to the out of home message.

Two mobile billboard units with recruitment creative and online application CTA’s were deployed in Denver with customized routing to target restaurants, shopping centers, and other high-traffic areas with the highest consumer visibility. Due to USPS content guidelines the routing needed to be sophisticated to avoid any competitive mail, shipping and/or delivery services such as FedEx, DHL, and UPS.

### Plan Details

Markets: Denver

Flight Dates: November 20, 2019 - December 15, 2019

OOH Formats: Mobile Billboards

Budget: \$10,000 and over



## Results

With very strategic targeting in place, the campaign was able to achieve 951,151 total geofence/shadowfence impressions, 6,218 total clicks, and an overall 0.66% click-through rate. This included an impressive 0.74% shadowfence and 0.56% geofence CTR's. Both shadowfence and geofence CTR's were over the industry average. Shadowfence CTR's were 346% compared with the Industry average and geofence CTR's were 234% higher compared with industry average.

Device ID retargeting from the mobile billboard shadowfence also resulted in a 0.96% CTR. The campaign also achieved an estimated 1.9 million mobile billboard impressions over the course of the 20-day campaign.