



Attribution Case Study

OOH Drives Consideration of CPO Vehicles

Campaign Objective

Increase favorable and purchase consideration for certified pre-owned vehicles in Milwaukee.
Drive the value of getting not just a used vehicle but a CPO vehicle by increasing awareness of the option to buy certified.

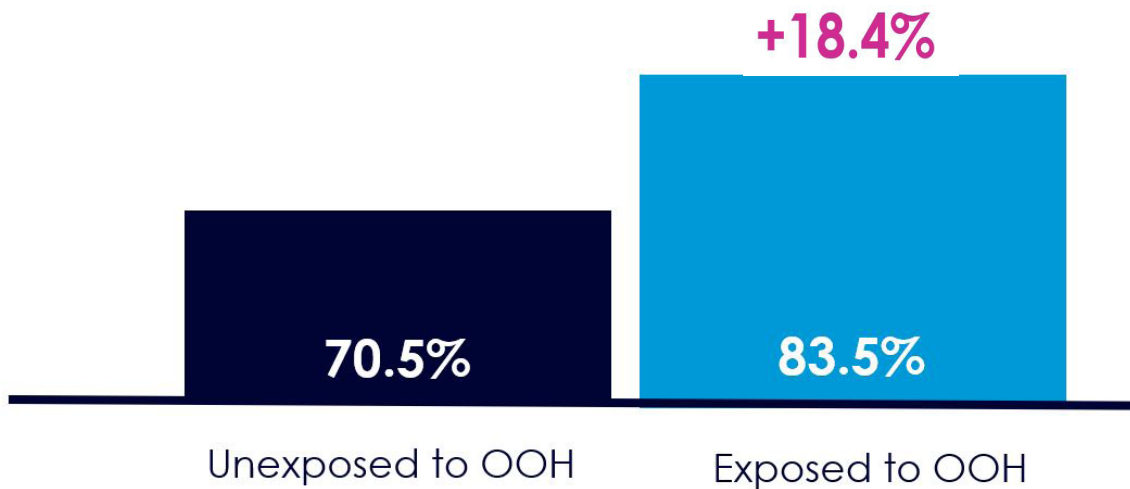
Solution

Digital boards covering all neighborhoods in the market provided maximum reach and showcased multiple creatives highlighting the value of a certified vehicle. A strong call to action drove consumers online for more information.

Campaign Details

Timeframe: 10/16/2017 - 11/12/2017
Market: Milwaukee
Format: 16 Digital Bulletins
18+ Impression Delivery: 13.6 Million impressions
Weekly GRPs: 190 Weekly GRPs

How likely are you to seek out more information about the brands certified pre-owned vehicles?
% selecting very or somewhat likely among those planning on buying a used car within the next year



Insights

11%+ lift in likelihood to purchase a certified pre-owned vehicle
14%+ lift in likelihood to talk about certified pre-owned vehicles with friends, family and colleagues