



# Attribution Case Study

## Crayola Experience Grand Opening Campaign

### Campaign Objective

Crayola launched an out of home (OOH), attribution, and mobile campaign to promote the opening of the “Crayola Experience” store in Texas. The OOH campaign spanned six months and included 13 OOH billboards. The mobile campaign’s goal was to target consumers in the Dallas DMA and entice them to visit the Crayola Experience store in Plano, Texas. This mobile campaign was successful because it geo-fenced competing tourist attractions such as the Dallas World Aquarium, the Dallas Zoo, Six Flags Over Texas, and Globe Life Park.



### Campaign Details

Timeframe: March 20, 2018 - September 2, 2018

Market: Dallas

Format: Digital Bulletins, Static Bulletins

18+ Impression Delivery: 111,469,800 OOH Impressions; 1,428,233 Mobile Impressions

Points of Interest: Dallas World Aquarium, Sea Life Aquarium, Dallas Zoo, Fort Worth Zoo, Six Flags Hurricane Harbor, Six Flags Over Texas, and Globe Life Park in Arlington

Campaign GRP Totals: 578.1 GRPs

### Results

- 6,481 mobile clicks
- .45% click through rate
- +222% above industry average
- 1,104 total verified walk-ins
- 589 unique verified walk-ins
- 17% walk-ins to click ratio
- 67.4% of verified walk-ins driven by OOH exposure
- 47.5% of verified walk-ins driven by OOH and points of interest visitation