



Attribution Case Study

Michelob Ultra

Michelob Ultra Summer

Campaign Objectives

Michelob Ultra wanted to utilize Lamar OOH & mobile advertising to drive foot traffic to specific locations. They wanted to increase brand awareness and purchase behavior for the brand. Billboard creative was strategically placed around targeted points of interest. We geo-fenced specific convenience stores and grocery stores near the OOH locations and served mobile ads to defined demographics. Lamar layered in attribution and surveys to measure store visitation lift.

Campaign Details

Timeframe: June 23, 2016 - August 24, 2016
Market: Dallas, Brownsville, San Antonio, Temple, Los Angeles, New York City, Daytona Beach
Format: 31 Digital Bulletins
18+ Impression Delivery: 61,716,094 OOH Impressions;
1,604,665 Mobile Impressions
Points of Interest: Convenience Stores & Grocery Stores
Campaign GRP Totals: 523 GRPs



Results

Lamar effectively utilized OOH + mobile to increase ad recall and purchases. The exposed group displayed a 356% lift in OOH ad recall and a 131% lift in purchases.

- +88% lift in store visitation after OOH ad exposure
- +2% lift in store visitation after mobile ad exposure
- \$0.73 is the cost per lift visit

When both mobile + OOH are combined, the lift increases 12% totaling a 100% lift (550,606 total life store visits)

- 7,666 mobile engagements
- .48% click through rate
- 503% above industry average