



# Attribution Case Study

## OOH Drives Visits to Auto Dealerships - Los Angeles

### Campaign Objective

Increase consumer awareness of branded holiday campaign and drive dealership visits throughout the Los Angeles DMA.

### Solution

Used proximity targeting to select printed & digital bulletins, in addition to premiere panels within 5 miles of dealerships. The plan was optimized to provide roughly equal coverage to all 51 dealerships of the dealer group.

### Campaign Details

Timeframe: 11/13/2017 - 12/31/2017, 7 Weeks

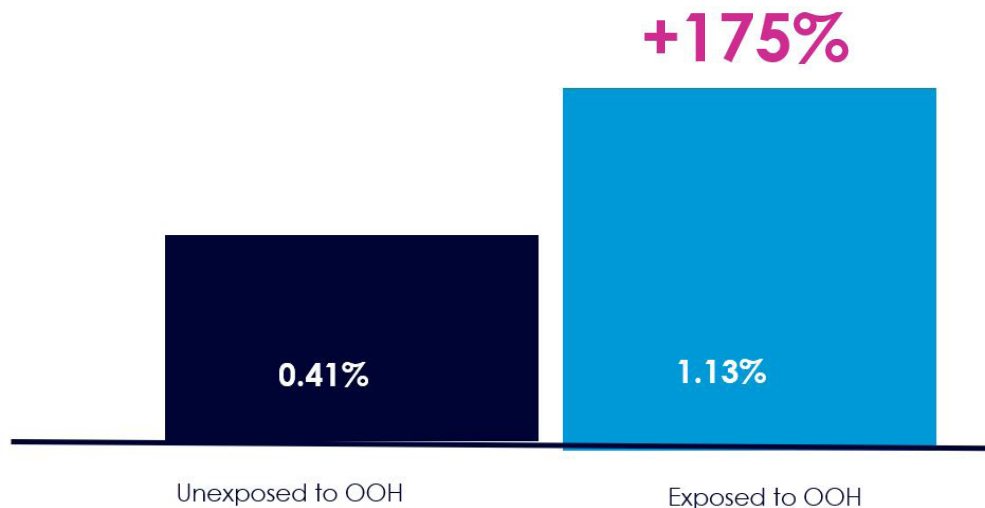
Market: Los Angeles

Format: 33 Printed Bulletins, 20 Digital Bulletins, 4 Premiere Panels

18+ Impression Delivery: 173 Million impressions

Weekly GRPs: 176 Weekly GRPs

% Visit rate to Auto Dealerships Exposed to OOH vs Unexposed to OOH



### Insights

Consumers exposed 13+ times had a visitation rate 2X higher than average

26% visited a dealership 15+ miles from where they live