



Attribution Case Study

OOH Drives Visits to Auto Dealerships

Campaign Objective

Increase consumer awareness of new models and financing options to ultimately drive dealership visits and increase sales among Hispanics.

Solution

Posters and bulletins that over-indexed among Hispanics were selected. Mobile retargeting was used to send ads to consumers with Spanish language enabled phones that were exposed to the OOH campaign or visited the brand's dealership.

Campaign Details

Timeframe: 7/17/2017-10/1/2017 with 2 week breaks in between 2-week flights (*Ran for 6 weeks total)

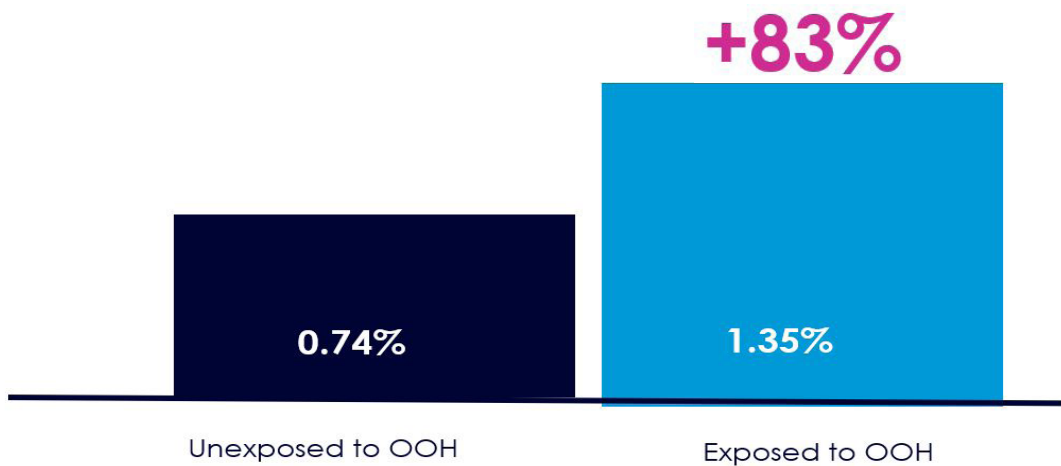
Market: San Francisco

Format: Out of Home

18+ Impression Delivery: 17 Million impressions

Weekly GRPs: 50 Weekly GRPs

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



Insights

Consumers exposed 15+ times had a visitation rate 126% higher than average

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