



Attribution Case Study

OOH Drives Visits to Regional Bank

Campaign Objective

Apply media solutions to recruit new customers to switch regional banks in select markets, and encourage existing customers to open more accounts.

Solution

Activate digital and printed bulletins in proximity to select branches. Extend the reach and impressions with Mobile Amplification to devices seen at the bank and at key competitor locations.

Campaign Details

Timeframe: 4/24/2017 - 7/16/2017, 12 Weeks

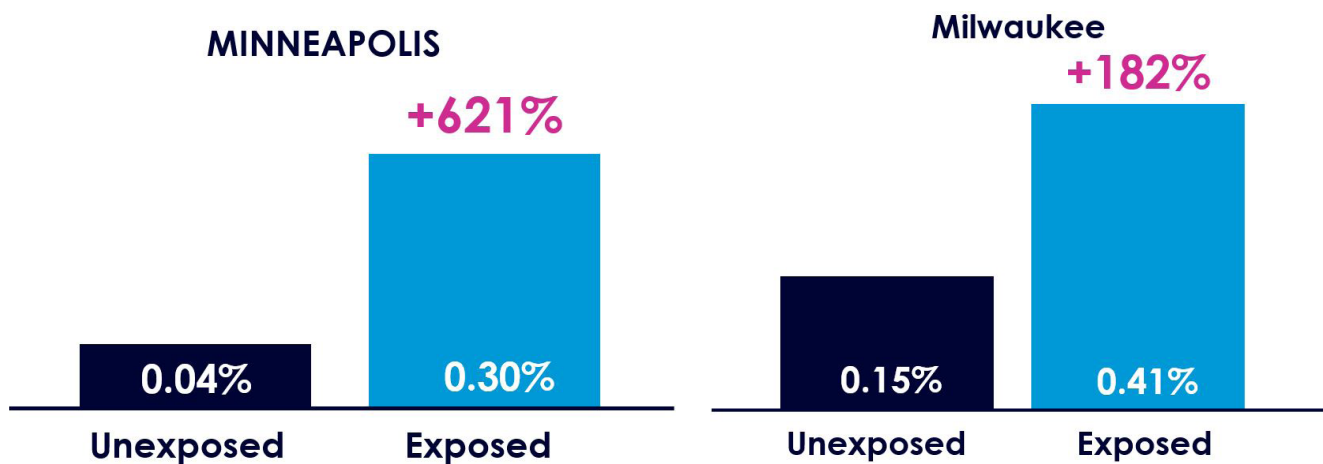
Market: Milwaukee, Minneapolis

Format: Milwaukee - 6 Digital Bulletins, 3 Static Bulletins / Minneapolis - 12 Digital Bulletins

18+ Impression Delivery: Milwaukee - 28 Million Impressions, Minneapolis - 56 Million Impressions

Weekly GRPs: Milwaukee - 130 Weekly GRPs, Minneapolis - 130 Weekly GRPs

Visitation Rates to Regional Bank



Insights

1/3 of exposed visitors spent 17+ minutes at a branch

Those exposed 9+ times had a visitation rate 40%+ higher than average