

# OOH DRIVES SIGNUP LEADS FOR B2B FINTECH LEADER

## Campaign Objective:

Create major buzz around a new product launch and cement its place as a B2B FinTech leader. Utilize OOH's creative canvas to drive soft signup leads while continuing to build brand awareness and excitement among FinTech influencers.



## Solution:

Utilized Brex's proprietary data overlaid with RADARView audience segments to select inventory within hyper-local target zones. Executed a first-ever street-furniture cluster displaying stand-out visuals, including a dramatic creative flip of 150+ static panels in Downtown SF coinciding with the new product announcement. Amplified the campaign and reinforced the brand using flagship highway bulletins.

## Results:

- Reached a spectacular **2,100 soft signups** within the first 4-weeks of the campaign, **exceeding the total goal by 312%**
- Brand awareness impact was measured via **search engine volume** and **site traffic which spiked 22%** over the 8-week campaign
- Direct traffic to the website from IPs in the OOH campaign zones **grew by over 31%** during the 30 days following the campaign launch

*"The cost per qualified view of a billboard is so much lower than the cost per qualified view on any online display platform," – Henriqre Dubugras, Brex CEO & Co-Founder*