

OOH + MOBILE DRIVES LIFT IN STORE VISITATION

OBJECTIVE

Increase visitation to a retail brand's stores across a major DMA as part of their 'post-pandemic' recovery.

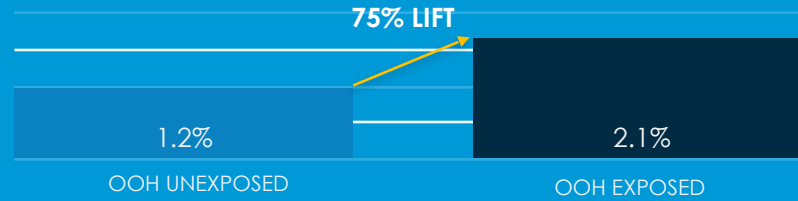
SOLUTION

Launch an **OOH + Mobile** campaign to **promote nearest store location** and influence audience behavior.

Consumers exposed to the OOH campaign were **more likely to engage with the mobile ads, visit advertised stores** and do so **within three days of OOH exposure.**



VISITATION RATES



53%
OF EXPOSED AUDIENCES VISITED STORES WITHIN 3 DAYS OF LAST SEEING THE OOH CAMPAIGN

0.33%
CTR ON MOBILE ADS AMONG EXPOSED AUDIENCES - OVER 2X INDUSTRY AVERAGE