

OOH DRIVES VISITS FOR AIRPORT HOME APPLIANCE



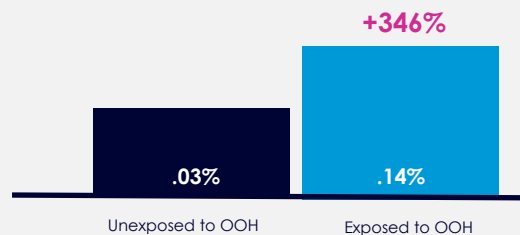
Campaign Objective:

Drive sales with a month-long campaign, focusing on brand awareness for the first two weeks and generating interest for their President's Day sale the last two weeks throughout the San Francisco DMA.

Solution:

Leveraged proximity and RADAR targeting to select digital bulletins within a 10-mile radius of stores that over indexed for home appliance store visitors. Demographic targeting was also used to reach Females 25-64.

Visit Rate to Airport Home Appliance Store



Among A18+

Additional Insights:



61% of visitors last saw the ad more than **10+ miles** away from the visited store location



37% visited a location **12+ days** after their last exposure to an ad