

OOH INCREASES TRAFFIC TO LOCAL DEALERSHIPS

OBJECTIVE

Increase visits to multiple dealerships in a DMA during the holiday promotional period.

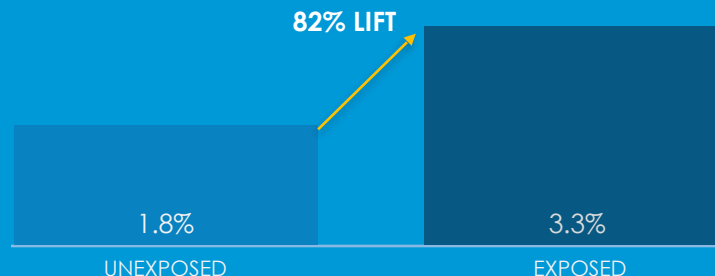
SOLUTION

Using **proximity targeting**, leverage the most efficient digital inventory to reach customers within 5 miles of each dealership.



The OOH campaign **boosted traffic to local dealerships**, **created urgency** around visits and **nearly doubled repeat visitors**.

VISITATION RATES



36%
OF EXPOSED
AUDIENCES VISITED
DEALERSHIPS
WITHIN ONE WEEK

66%
LIFT IN REPEAT VISITS
COMPARED TO
UNEXPOSED
AUDIENCES