

OOH + MOBILE DRIVES ENGAGEMENT FOR CREDITBOX



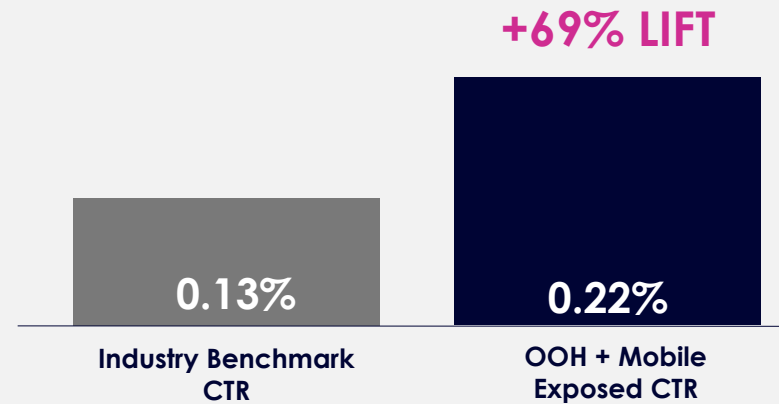
Campaign Objective:

To create brand awareness and drive potential customers to visit and apply for a loan at CreditBox.com in Chicago.

Solution:

Leveraged proximity and RADAR targeting to select eco posters and metra lines focused on reaching Females 18-34 with HHI <\$50K. Activated RADARConnect to compare results of their corporate CTR's and to amplify messaging in low household income areas.

Engagement Performance



Additional Insights:



Mobile tracking led to a click-through rate (CTR) of **.22%**, which was almost double the industry benchmark of **.13%**

CreditBox.com saw a **129% increase** in Chicago-based web users when comparing year over year