

BOARDACTIVE

YOUR BRAND + OUR SOFTWARE

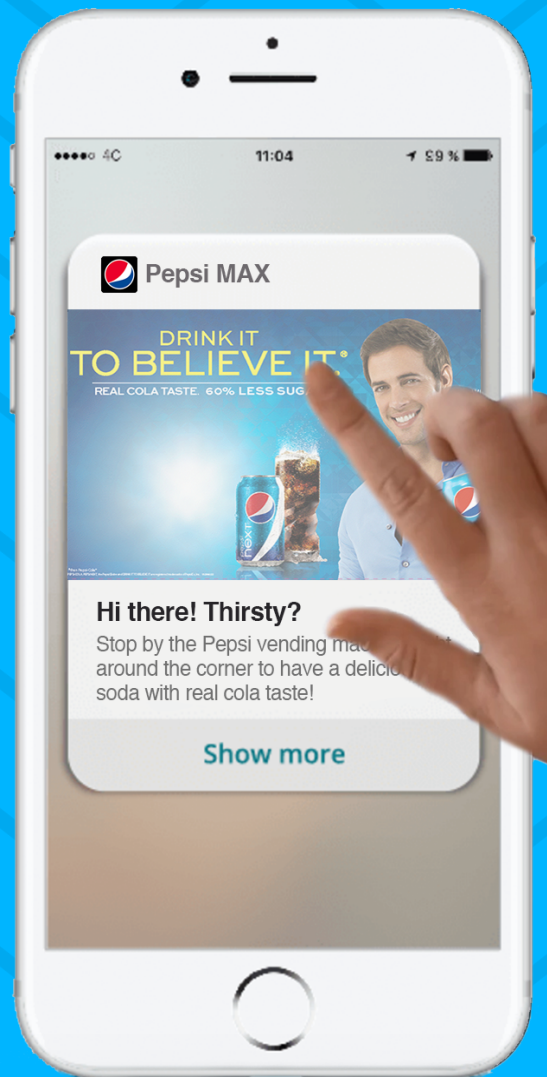
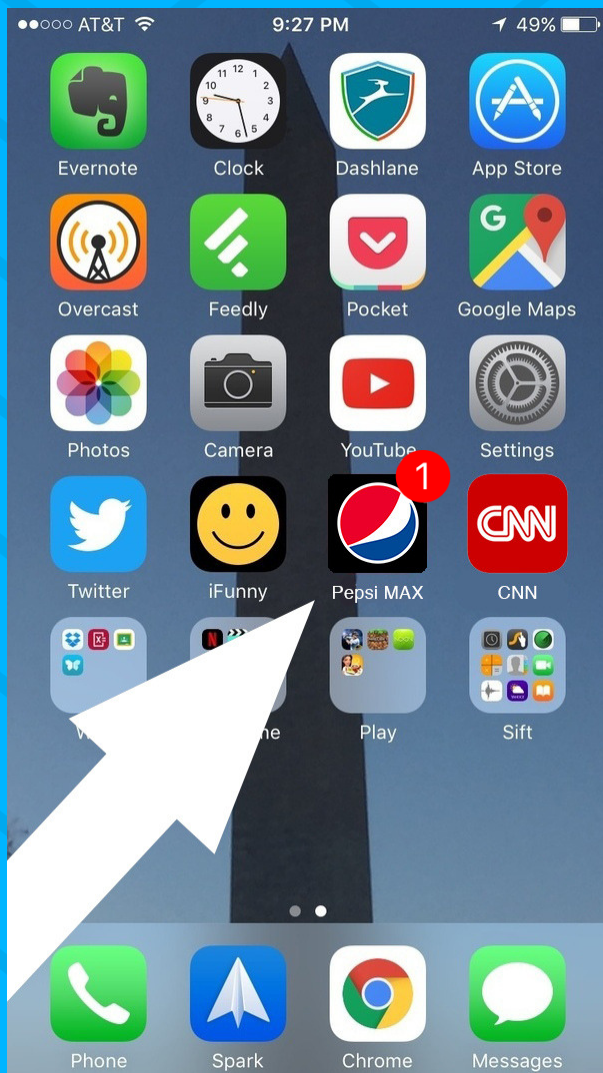
OAAA WEBINAR



BoardActive



WHAT IS A PUSH NOTIFICATION?



WHAT **ISN'T** A PUSH NOTIFICATION?

- Location-based programmatic buying is not a push notification
- Messages are not sent to the user's lock screen in this method of advertising



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WHY DO PUSH NOTIFICATIONS WORK?



INCREASE AND MAINTAIN RETENTION RATES

- Sending out multiple high value and content rich push notifications can increase app retention by 3-10x times across the board
- Simply sending biweekly push notifications can help to increase your 90-day app retention rates by up to 2x on iOS and 6x on Android
- Work to get the opt-in: users that have opted in to receiving push notifications are retained at nearly twice the rate of users who opt out



PUSH RICH MEDIA

**Interactive media can
increase your direct
rates by up to 56%**

**Combine push notifications with an
in app message center message to
increase the read rate up to 2x**



WHAT WE DO





ENGAGEMENT



ATTRIBUTION



ROI

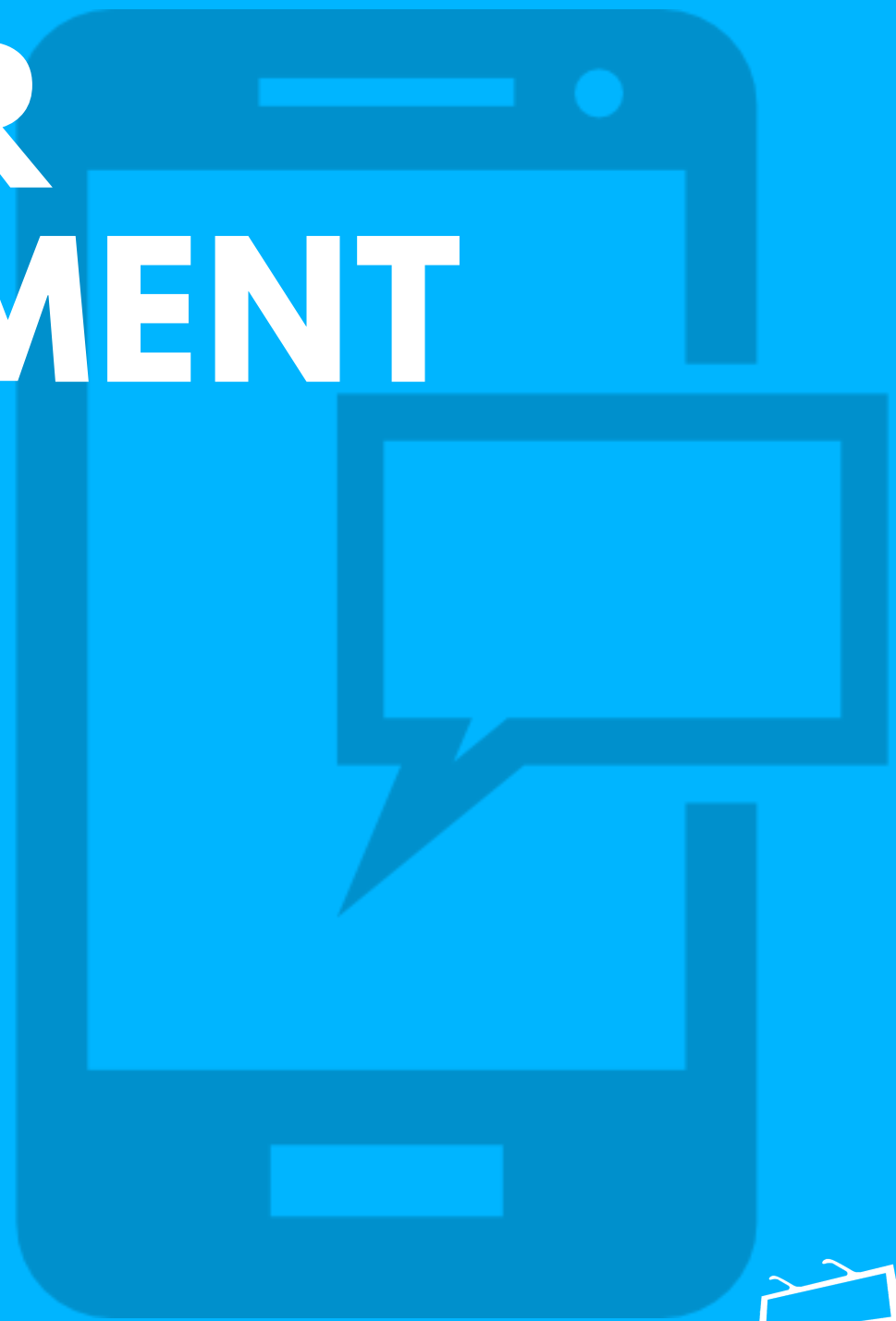


EXECUTION

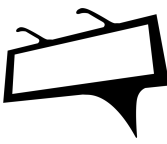
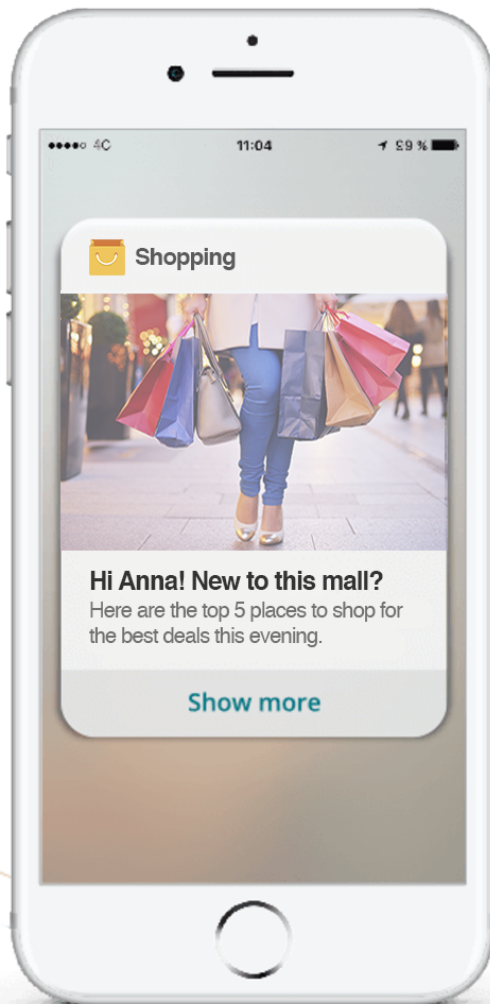


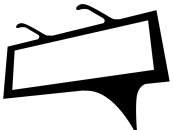
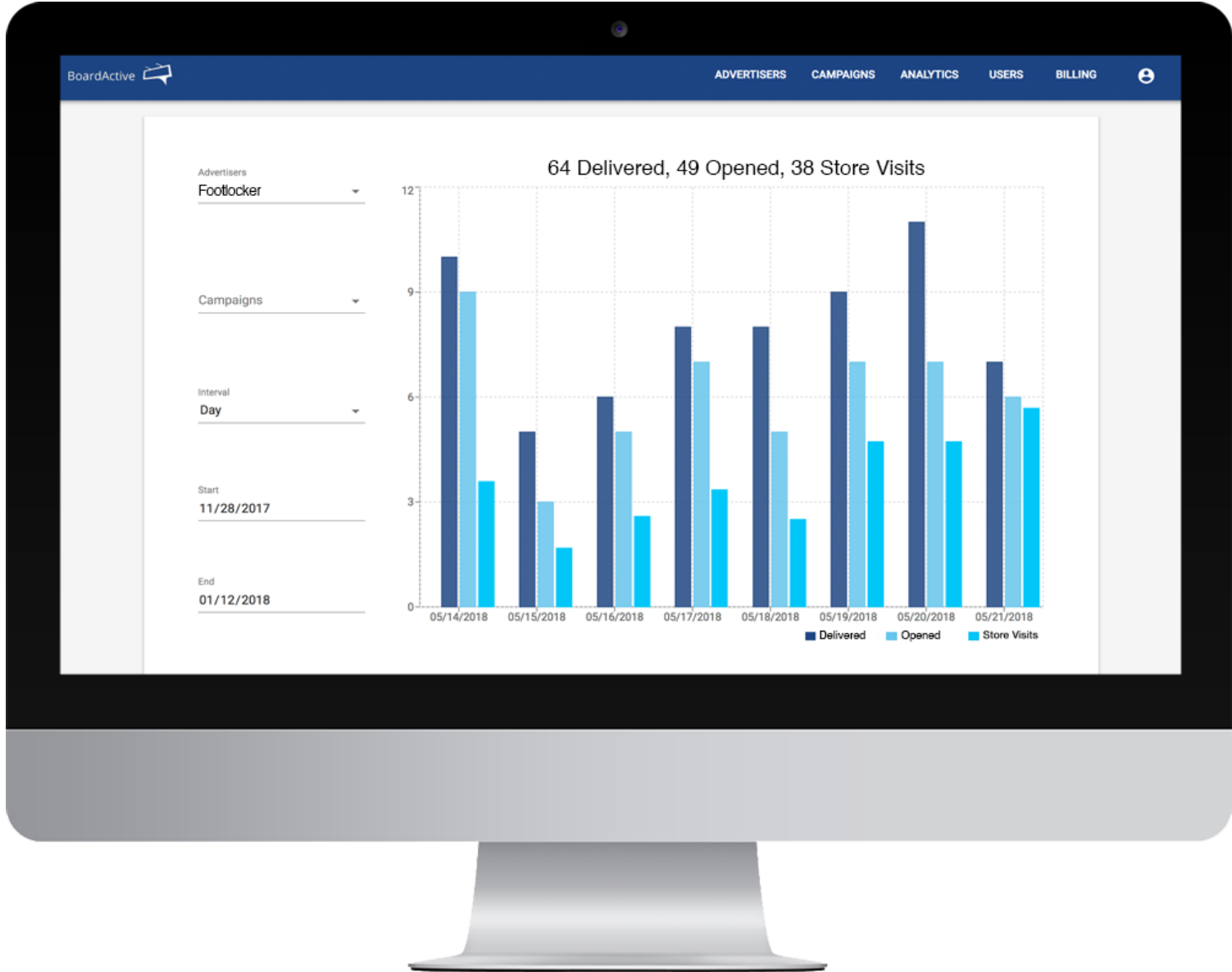
APP USER ENGAGEMENT

- ⬆ Daily Active Users
- ⬆ Ecommerce &
Point of Sale
- ⬆ Sharing



CAMPAIGN ATTRIBUTION





ROI

Example: Car Dealer

- Single license = \$100
- 1 car sale = \$25,000
- What's your ROI?



CAMPAIGN EXECUTION

- Install free SDK
- No Hardware / Beacons / RFIG
- 100% Geolocation
- Self-serve



OOH + Mobile = Increased ROI

- A USA Touch Points study once revealed that by adding out-of-home media to a smartphone campaign, the **reach** can increase by **316%**.

After seeing an OOH ad, of U.S. adults:

46% used a search engine to look up additional information

38% visited a Facebook page or posted a message on Facebook

23% posted a Twitter message

25% posted something on Instagram

- Nielsen Report

- DoltOutdoors geofenced three billboards and saw existing campaigns outperform industry standards by **293%**

- The improved relevancy of the mobile ads encourages higher click-through-rates. In fact, when paired with an out-of-home campaign, we've seen **CTR** increase up to **56%**.

Source: DoltOutdoors

BENEFITS FOR OOH

- New customer acquisition
- Win-backs
- Increase revenue with current customers

TRIALS UNDERWAY



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Contact Us



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