

CPG / Alcohol
Bus Campaign
Web Visitation

Case Study

CPG / Alcohol

A craft non-alcoholic beer brand ran a bus media campaign in Seattle with a focus on driving website visitation to its website and product-specific pages.

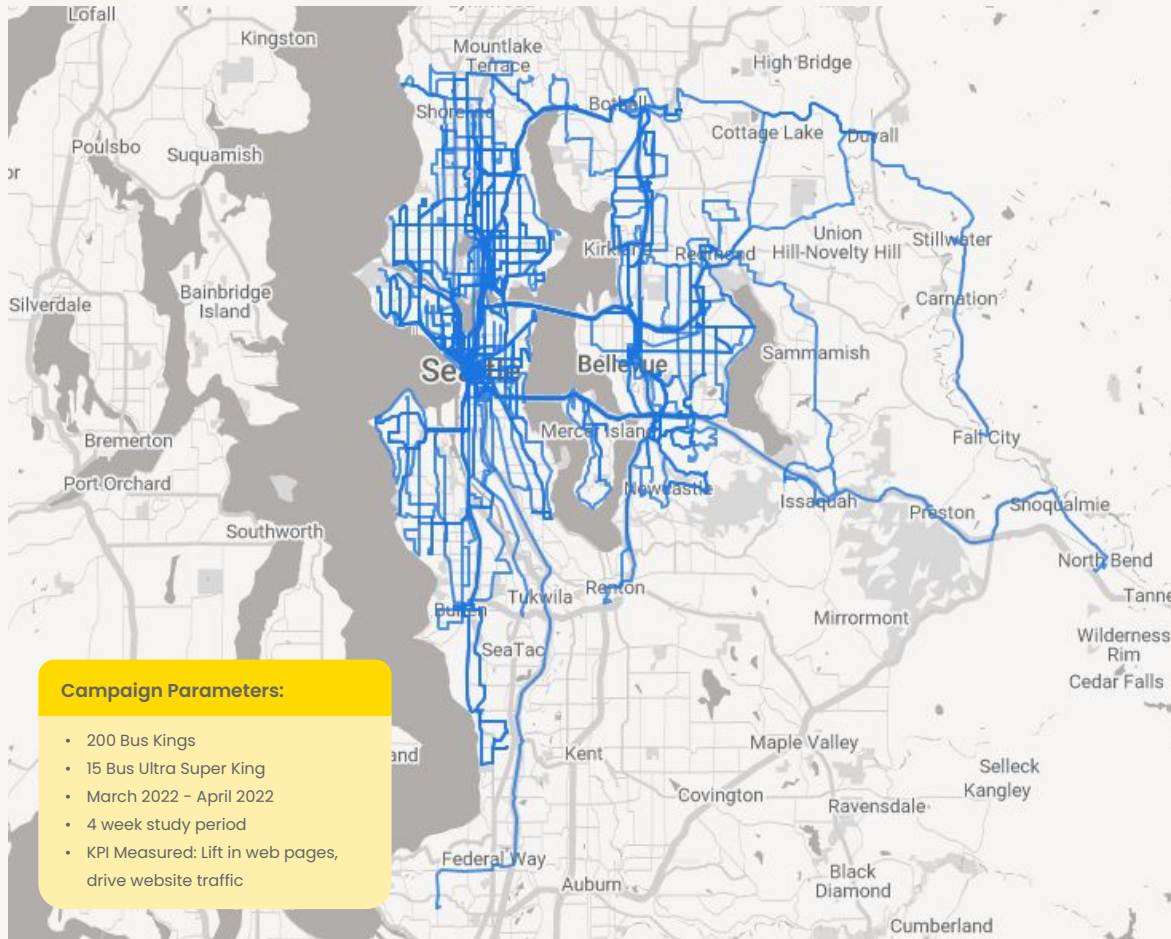
Campaign Objectives

Goal Drive website traffic

KPIs Lift in web pages



* Brand imagery is concept artwork similar to actual campaign



Campaign Parameters:

- 200 Bus Kings
- 15 Bus Ultra Super King
- March 2022 - April 2022
- 4 week study period
- KPI Measured: Lift in web pages, drive website traffic

This campaign focused its coverage in King County, saturating Downtown Seattle and Bellevue with bus media

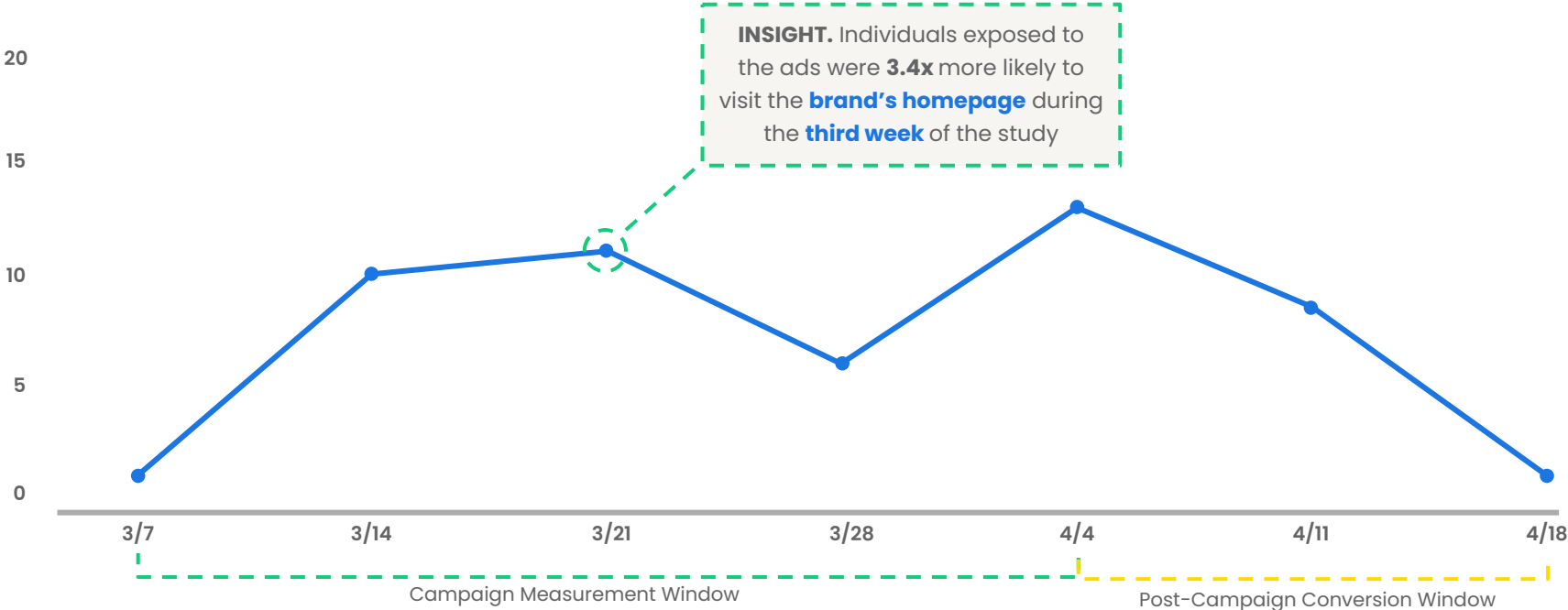
Observed web traffic soared throughout the campaign, with a measured impact of...



Source: StreetMetrics, 2022
* Brand imagery is concept artwork similar to actual campaign

Visitation Performance | Exposure Time Frame

Performance analysis of the homepage visitation rate by the week

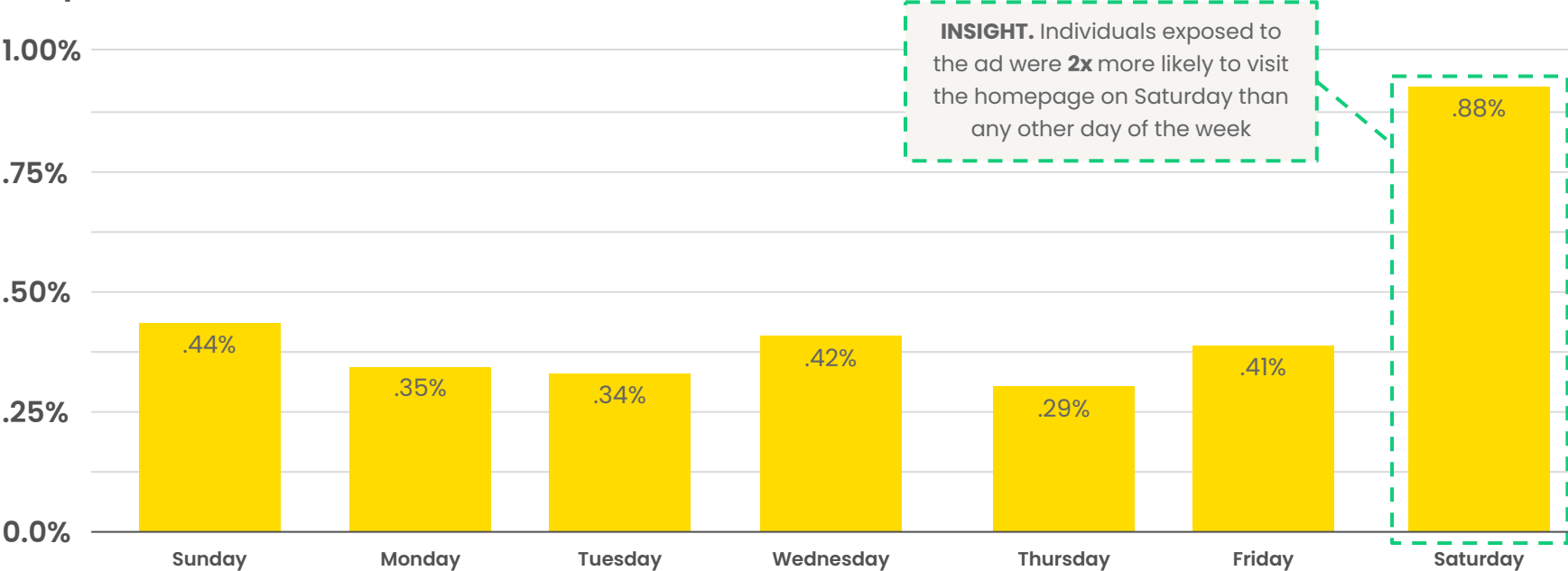


Source: StreetMetrics, 2022. Data shown here are directional.

Visitation Performance | Day of Week

Performance analysis of the homepage visitation rate by the day

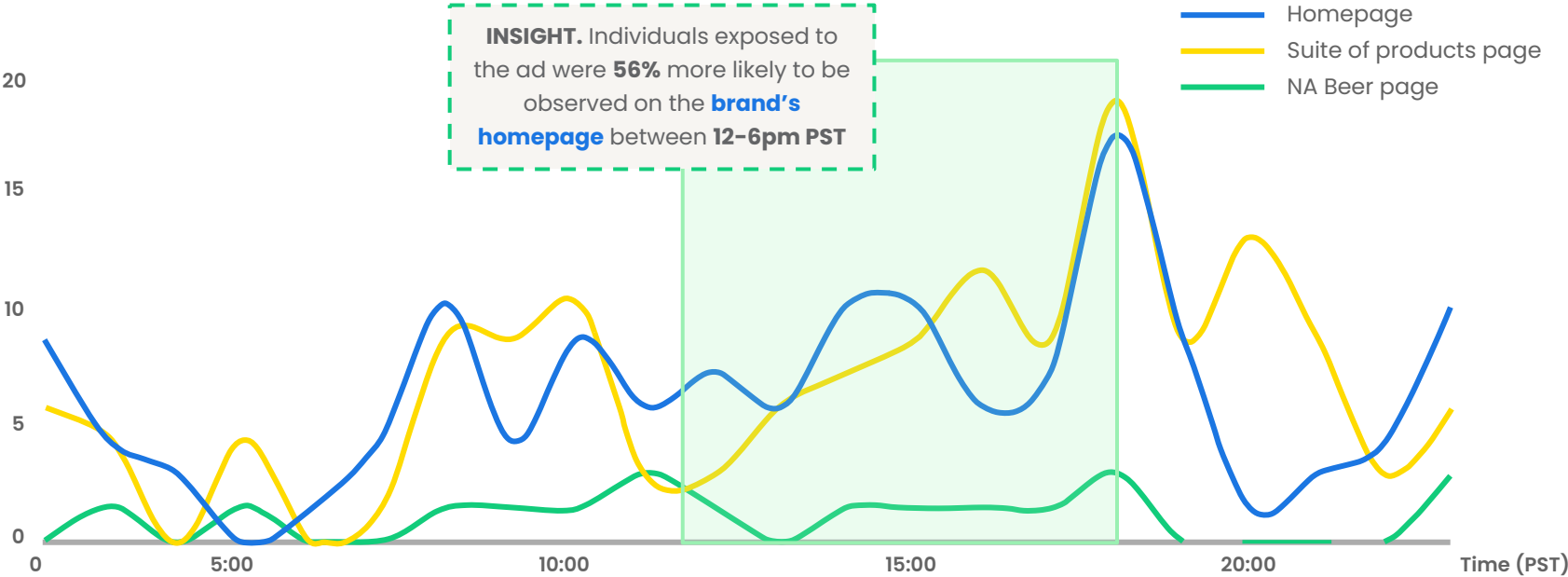
Response Rate



Source: StreetMetrics, 2022. Data shown here are directional.

Visitation Performance | Time of Day

Performance analysis of the home and subsidiary page visitation rate by the hour



Source: StreetMetrics, 2022. Data shown here are directional.