



## Campaign Summary

Insperty utilized Lamar's expansive programmatic DOOH network to increase awareness, consideration and purchase intent for its HR offerings.

### STRATEGY

Leveraging Vistar's programmatic technology, Insperty implemented a data-driven DOOH campaign utilizing Lamar's diverse inventory, including billboards, bus shelters, and office buildings. By employing advanced targeting techniques, Insperty ensured their ads reached specific audiences, such as business owners and HR influencers. To evaluate the campaign's effectiveness, ROI measurement was conducted, assessing metrics like consumer awareness, consideration, and intent.

### TAKEAWAY

Lamar's DOOH inventory played a vital role in delivering targeted messaging and achieving measurable results for Insperty's campaign including a lift in awareness, consideration, and purchase intent.

## Performance Highlights

### APPROACH

- ✓ Data-Driven Audiences
- ✓ Advanced Targeting
- ✓ ROI Measurement

### CONSUMER JOURNEY



By utilizing indoor and outdoor venue types, Insperty effectively reached potential customers at various touchpoints throughout their daily routine.

**+67%** Lift in Awareness

**+60%** Lift in Consideration

**+32%** Lift in Purchase Intent

