



CASE STUDY

Ulta Beauty took advantage of our innovative Retail Media Amplification strategy to engage audiences in the right place, at the right time and boost foot traffic at their grand openings, throughout multiple markets. By building a multimedia strategy around hyper-targeted locations with mobile billboards and mobile digital ads, this campaign's success was able to be measured through its impressions and industry shattering click through rates.

MEDIA FORMAT:  Mobile Billboard Dominations  Mobile Digital Network

MEDIA STRATEGY: Retail Media Network Amplifier

OVERALL DIGITAL RESULTS

12,885,957 IMPRESSIONS

0.41% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

413% RELATIVE PERFORMANCE

530.7M CLICKS

\$3,042.49 TOTAL VALUE ADDED



MARKETS

- California
 - Anaheim
 - Brea
 - Dublin
 - Modesto
 - Newport Beach
 - Sacramento
 - San Mateo
 - Seal Beach
 - Stockton
 - Tracy
- Massachusetts
 - Dartmouth
 - Northborough
- Florida
 - Hialeah
 - Land O Lakes
 - Orlando
 - Venice
- Michigan
 - Allen Park
 - Rochester Hills
- Texas
 - Austin
 - Brenham
 - Temple
- Carbondale, IL
- Decatur, AL
- Florence, SC
- Glassboro, NJ
- Las Vegas, NV
- Onalaska, WI
- Opelika, AL
- Orange, CT
- Sandy, UT
- Santa Fe, NM
- Seattle, WA
- Warwick RI



MARKET CTR PERFORMANCE

 Temple, TX

558%

CTR INCREASE



RESULTS

398,467 IMPRESSIONS

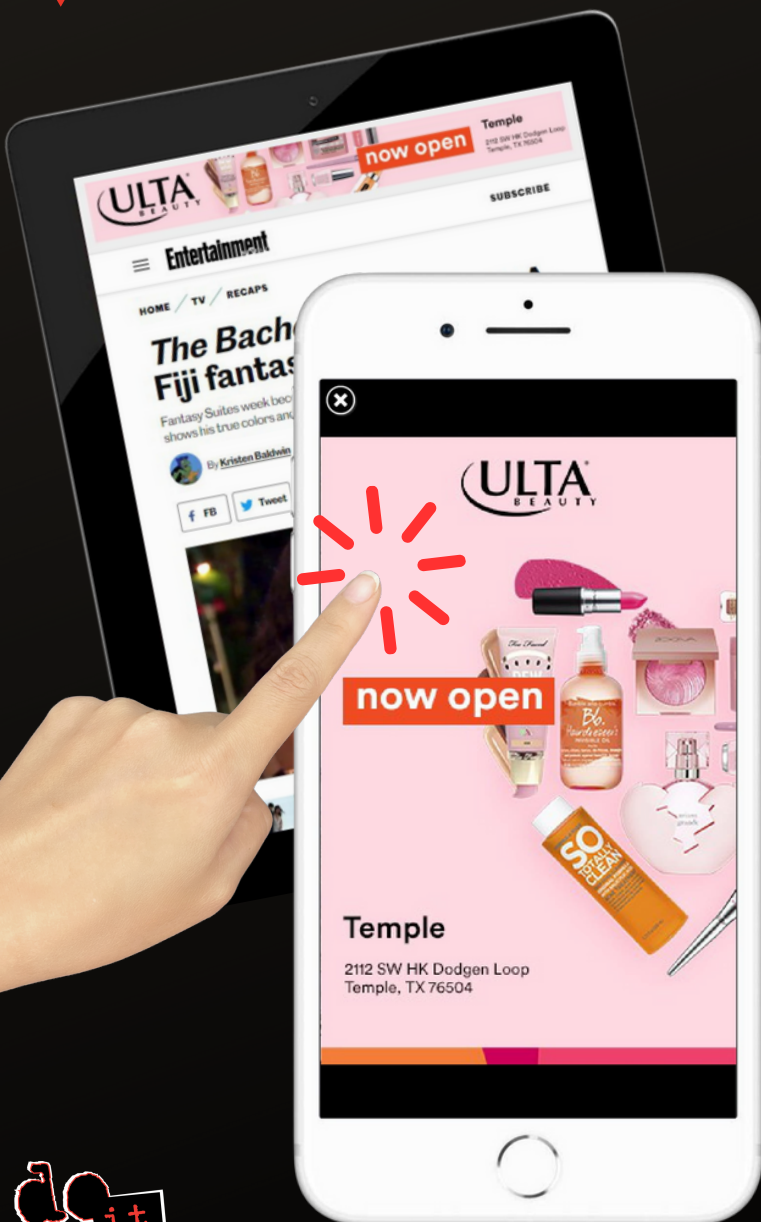
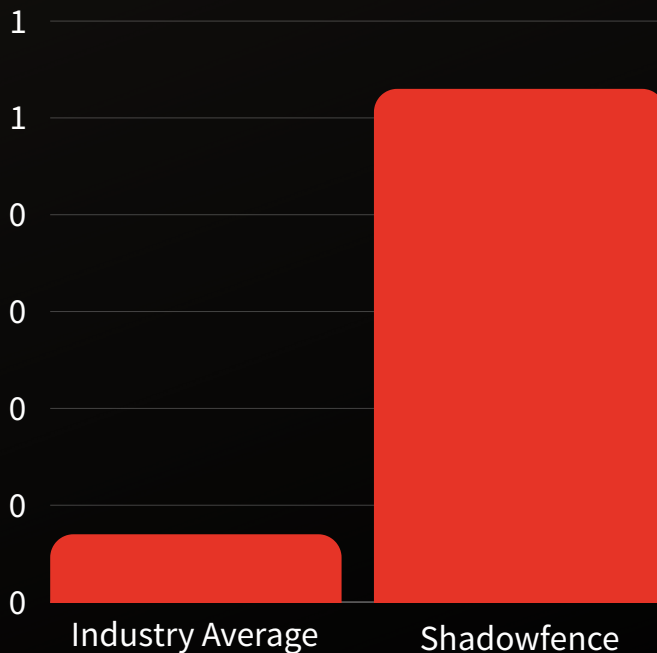
0.53% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+558% RELATIVE PERFORMANCE

2,096 CLICKS

\$386.96 VALUE ADDED





MARKET CTR PERFORMANCE

 Seal Beach, CA

608%

CTR INCREASE



RESULTS

362,647 IMPRESSIONS

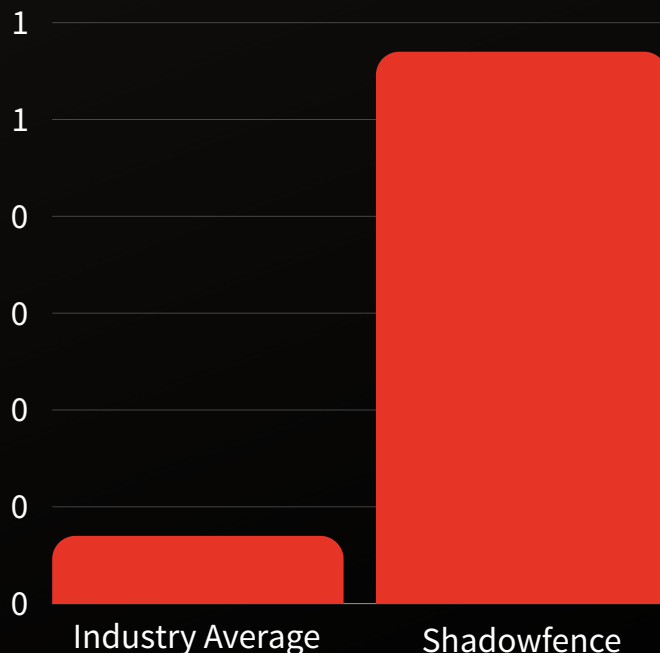
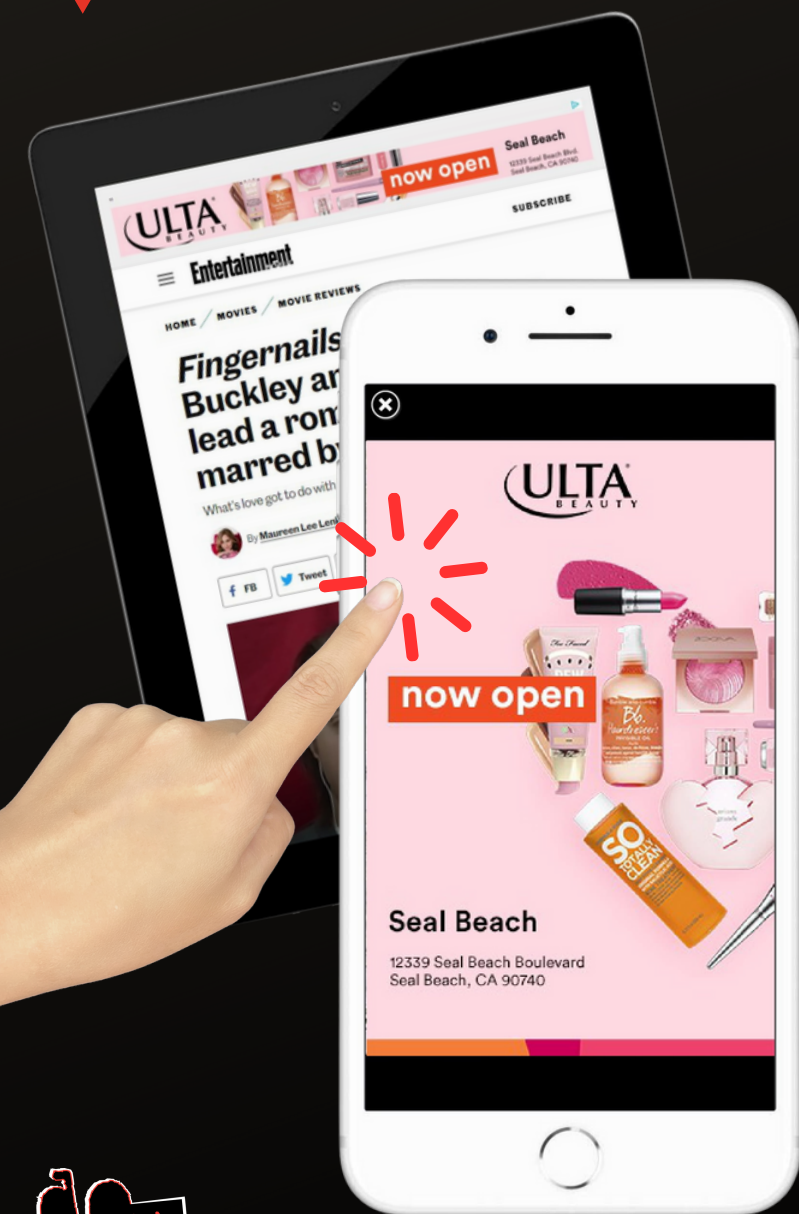
0.57% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+608% RELATIVE PERFORMANCE

2,054 CLICKS

\$82.49 VALUE ADDED





MARKET CTR PERFORMANCE

 Sacramento, CA

324%

CTR INCREASE



RESULTS

588,287 IMPRESSIONS

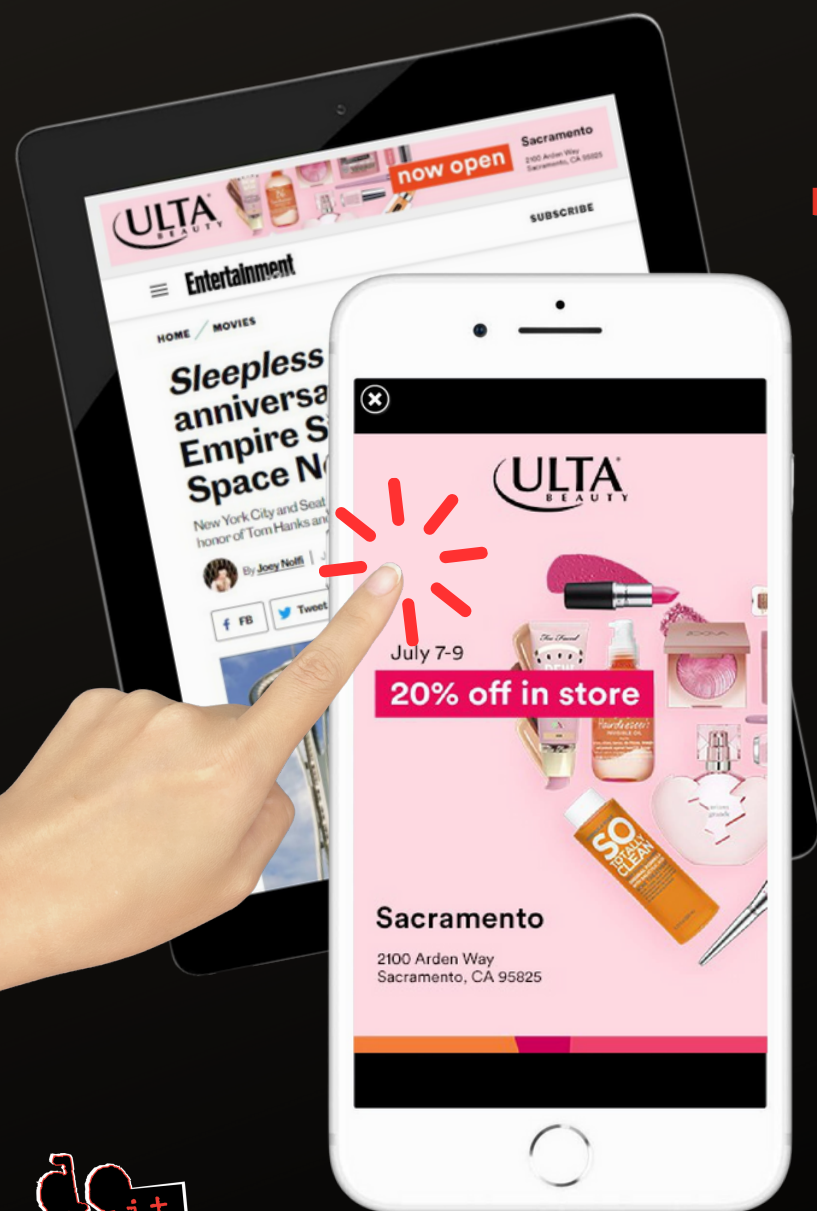
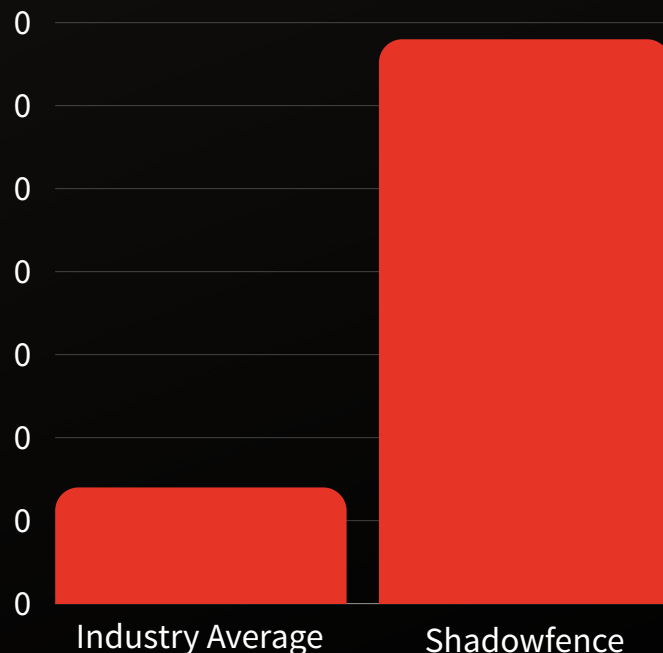
0.34% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+324% RELATIVE PERFORMANCE

1,995 CLICKS

0.01% VALUE ADDED





MARKET CTR PERFORMANCE

 Bozeman, MT

395%

CTR INCREASE



RESULTS

405,065 IMPRESSIONS

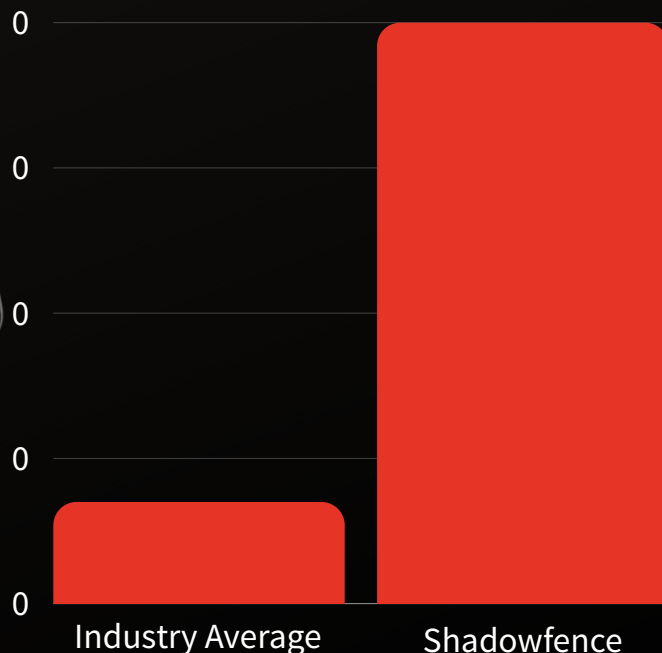
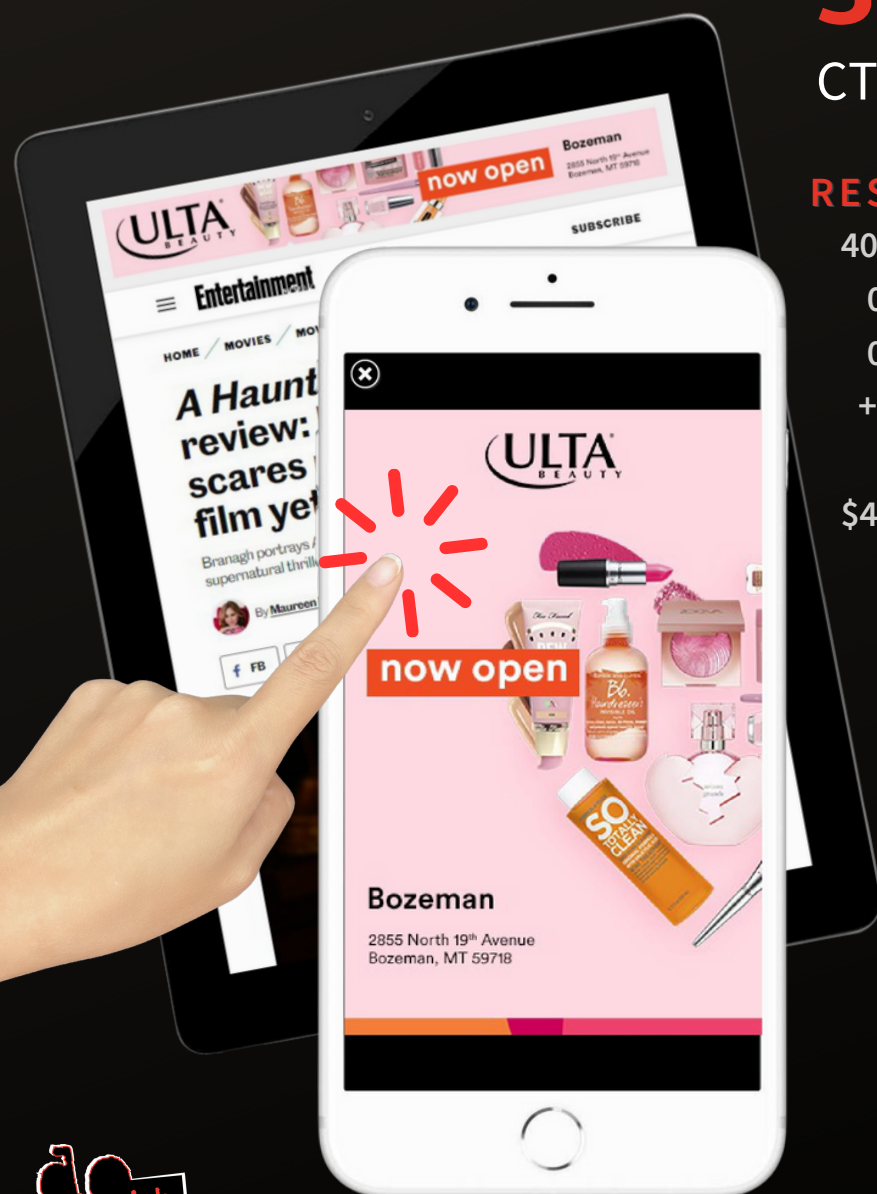
0.40% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+395% RELATIVE PERFORMANCE

1,605 CLICKS

\$443.04 VALUE ADDED





MARKET CTR PERFORMANCE

 Tracy, CA

131%

CTR INCREASE



RESULTS

388,444 IMPRESSIONS

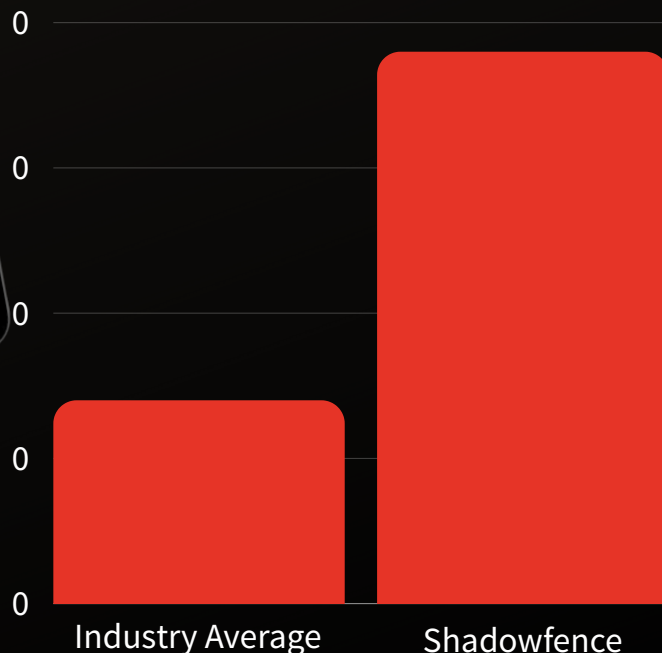
0.19% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+131% RELATIVE PERFORMANCE

719 CLICKS

\$301.77 VALUE ADDED





MARKET CTR PERFORMANCE



Rochester Hills, MI

1,056%
CTR INCREASE



RESULTS

358,863 IMPRESSIONS

0.92% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+1056% RELATIVE PERFORMANCE

3,319 CLICKS

\$50.33 VALUE ADDED

1

1

1

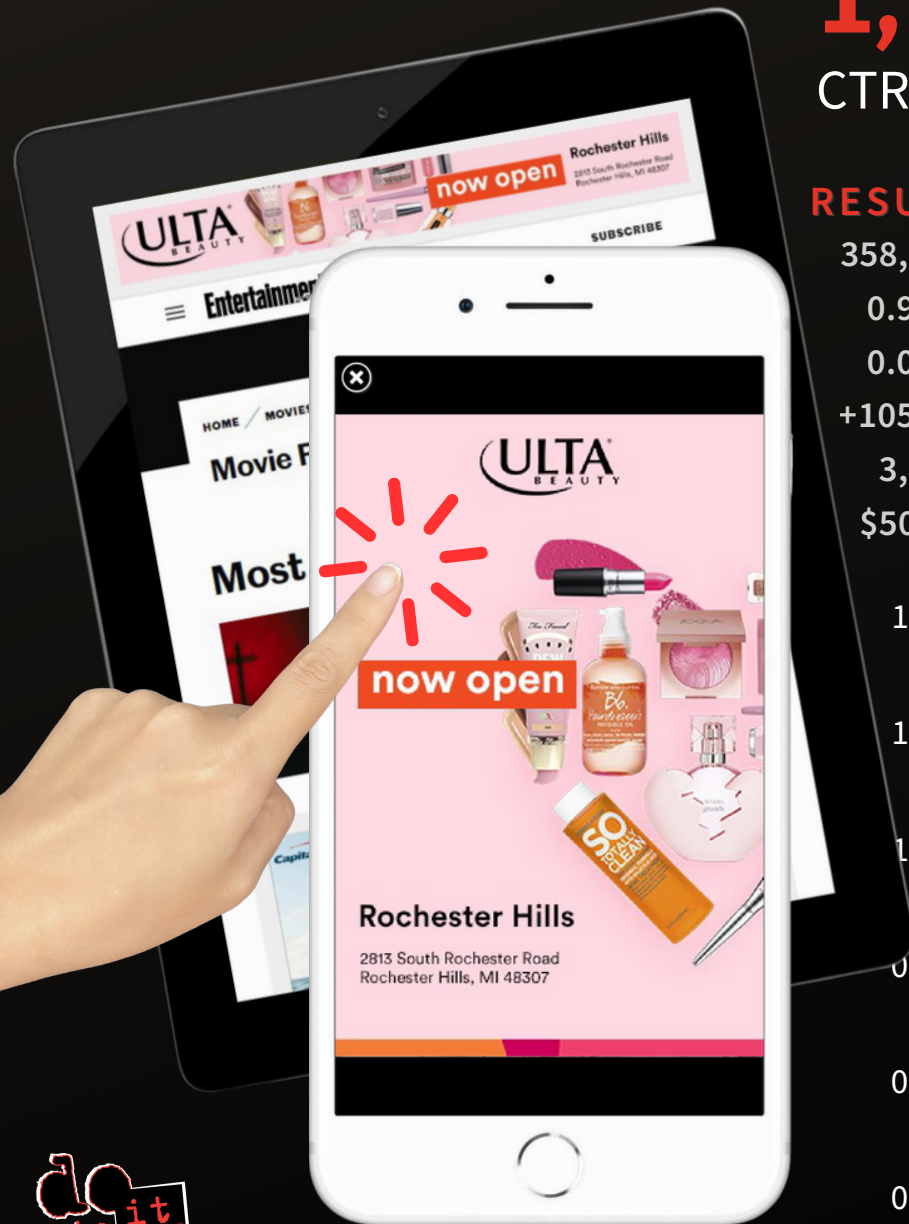
0

0

0

Industry Average

Shadowfence





MARKET CTR PERFORMANCE

 Decatur, AL

153%

CTR INCREASE



RESULTS

593,606 IMPRESSIONS

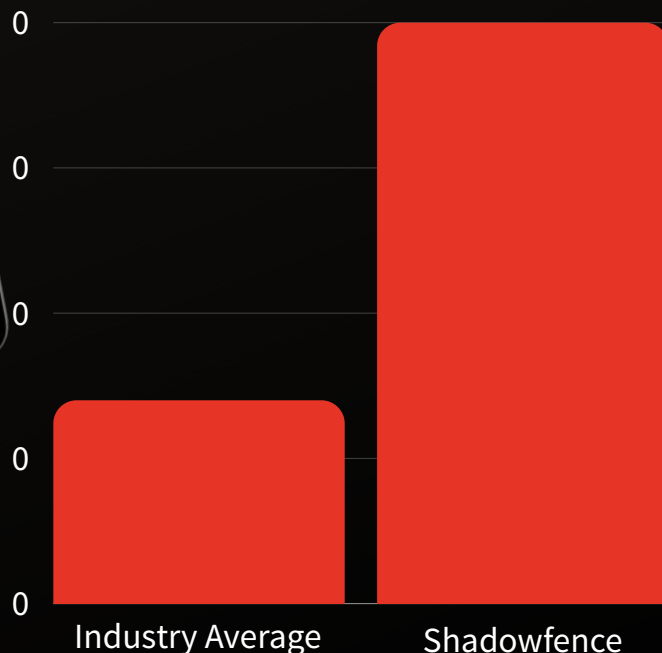
0.20% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+153% RELATIVE PERFORMANCE

1,203 CLICKS

\$45.64 VALUE ADDED





MARKET CTR PERFORMANCE

 Orlando, FL

151%

CTR INCREASE



RESULTS

355,703 IMPRESSIONS

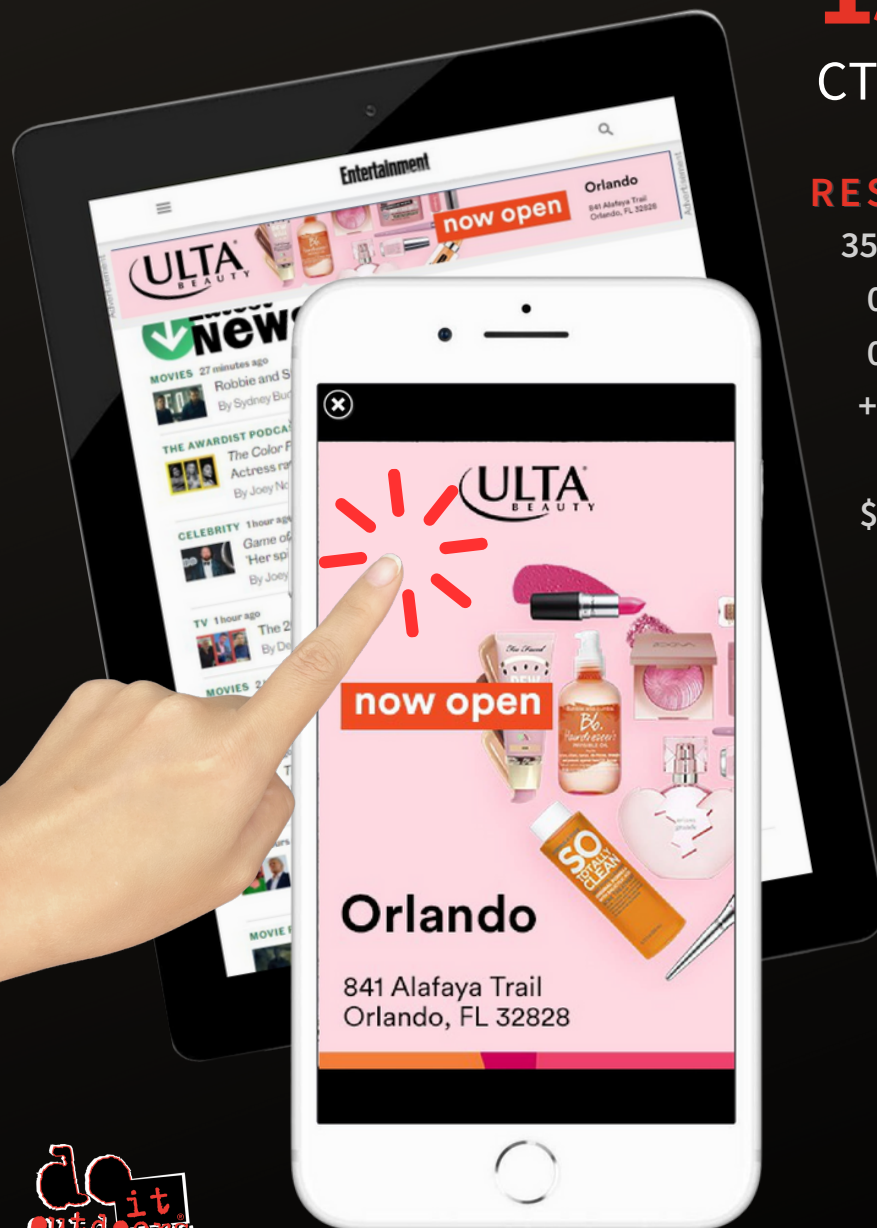
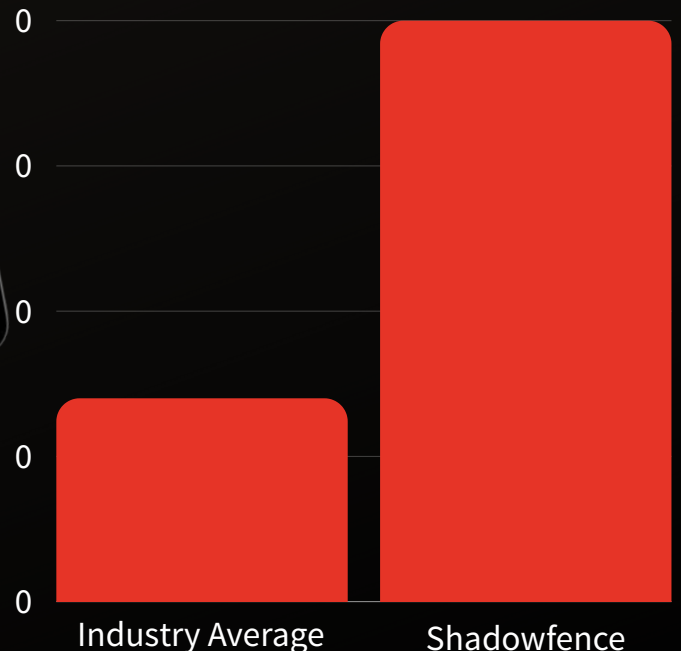
0.20% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+151% RELATIVE PERFORMANCE

715 CLICKS

\$23.47 VALUE ADDED





MARKET CTR PERFORMANCE

 Onalaska, WI

132%

CTR INCREASE



RESULTS

589,509 IMPRESSIONS

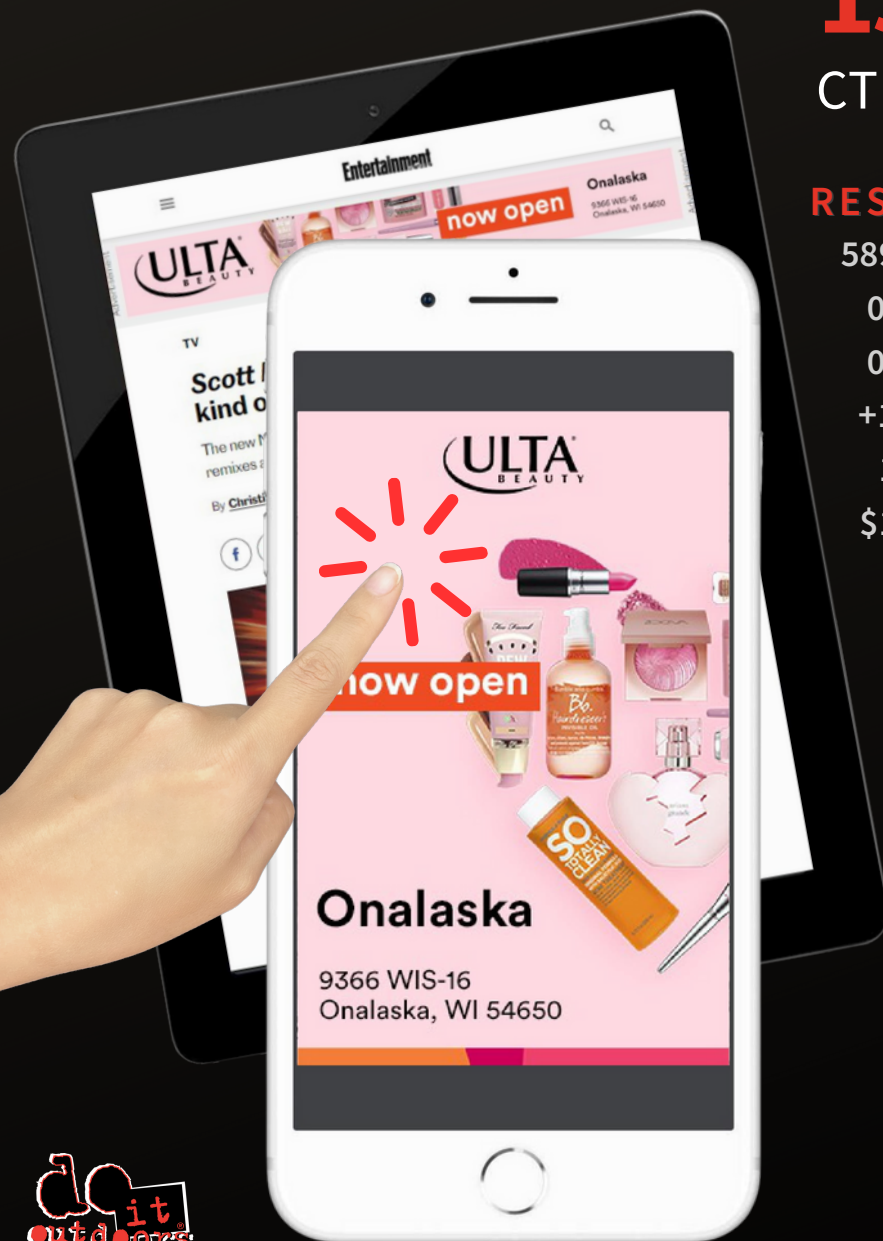
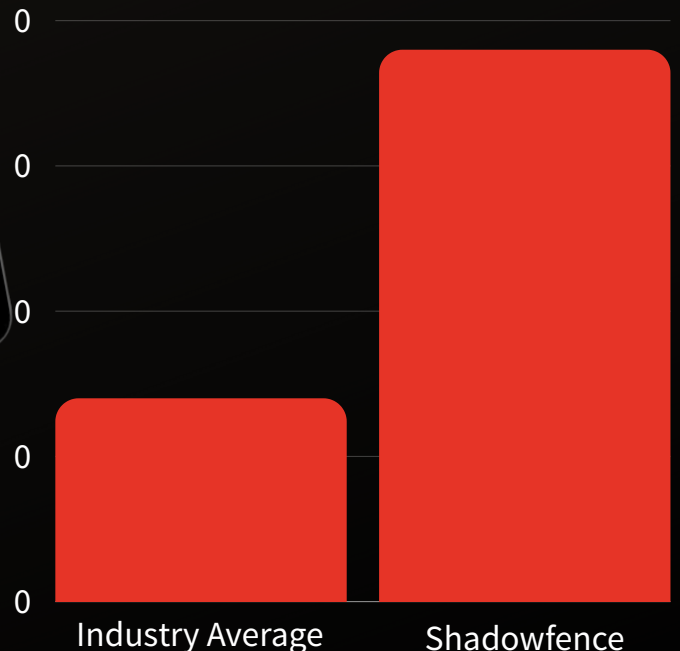
0.19% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+132% RELATIVE PERFORMANCE

1,096 CLICKS

\$10.82 VALUE ADDED





MARKET CTR PERFORMANCE

 Orange, CT

546%

CTR INCREASE



RESULTS

594781 IMPRESSIONS

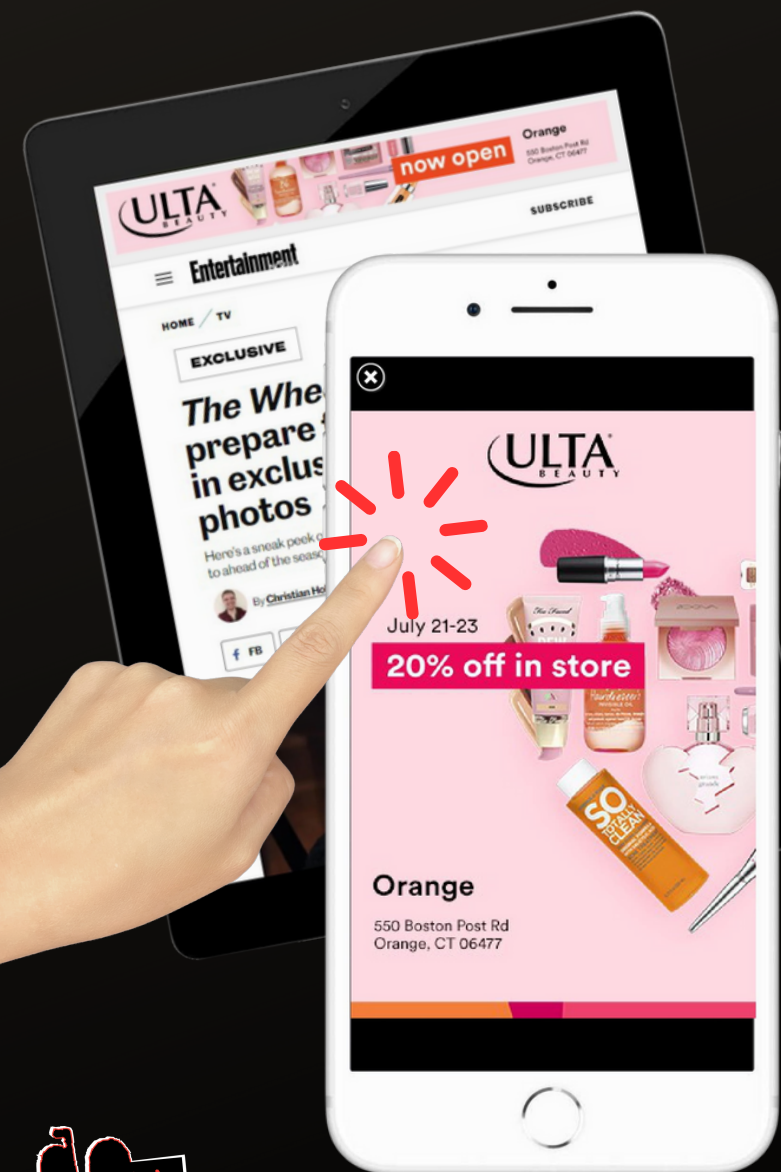
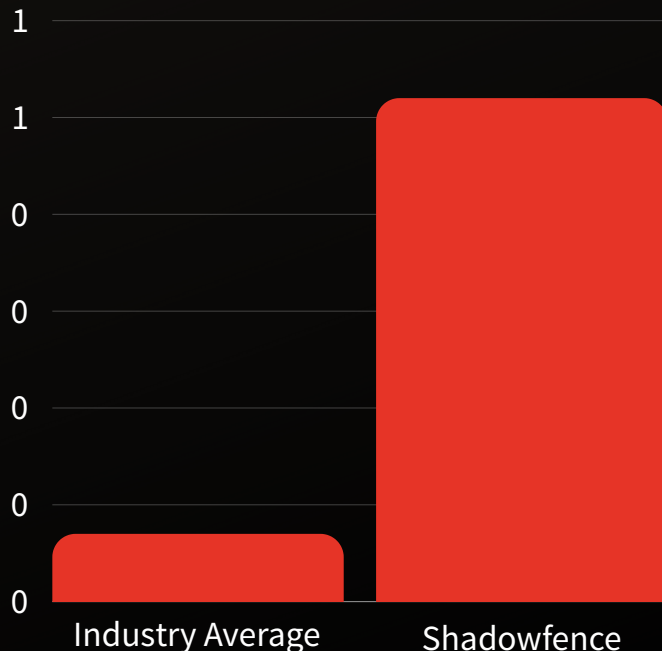
0.52% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+546% RELATIVE PERFORMANCE

3,075 CLICKS

\$55.63 VALUE ADDED





MARKET CTR PERFORMANCE

 Florence, SC

546%

CTR INCREASE



RESULTS

371,262 IMPRESSIONS

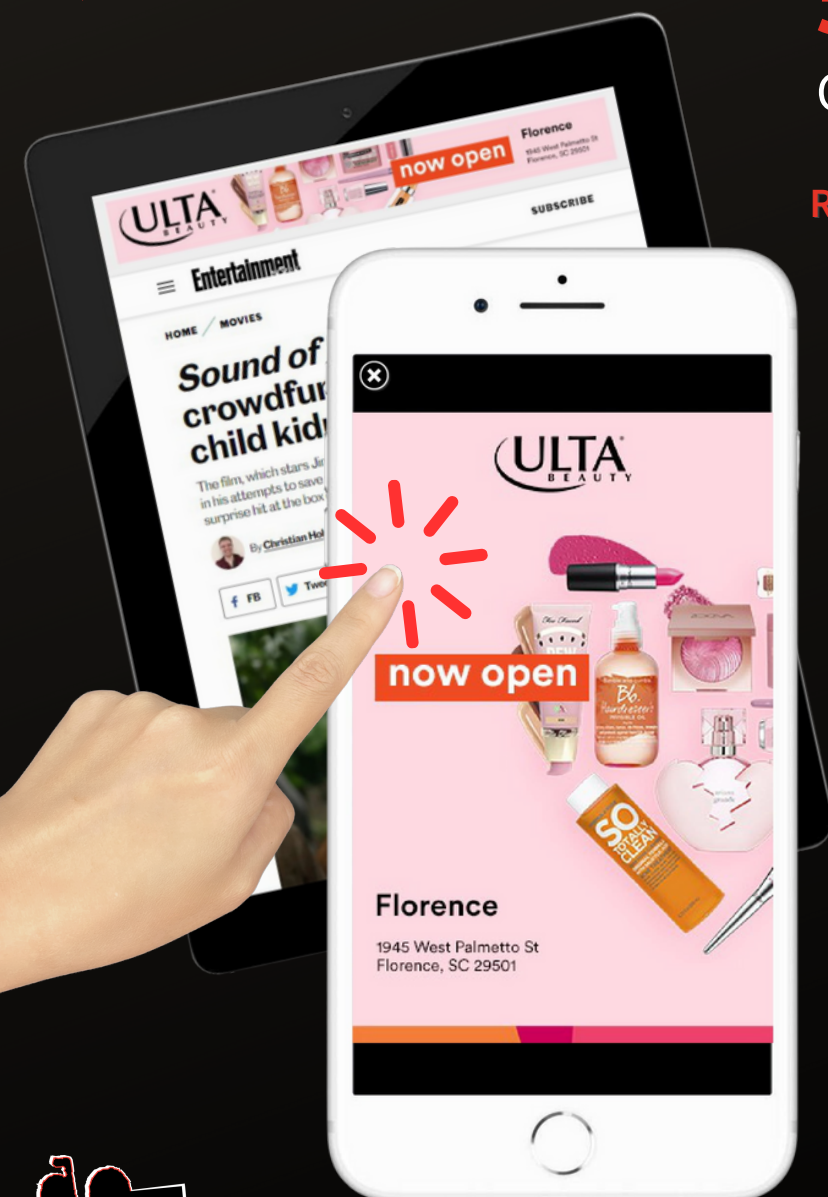
0.83% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+936% RELATIVE PERFORMANCE

3,078 CLICKS

\$155.72 VALUE ADDED





MARKET CTR PERFORMANCE

 Carbondale, IL

1,595%
CTR INCREASE



RESULTS

627,040 IMPRESSIONS

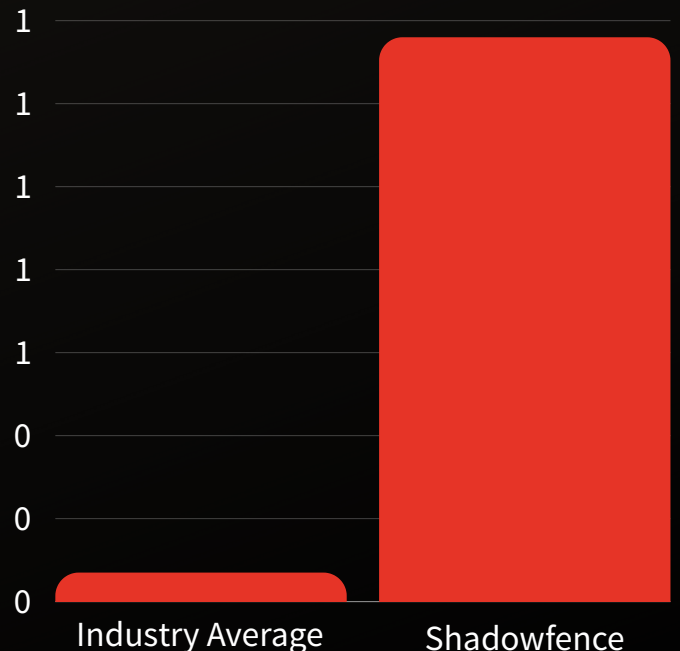
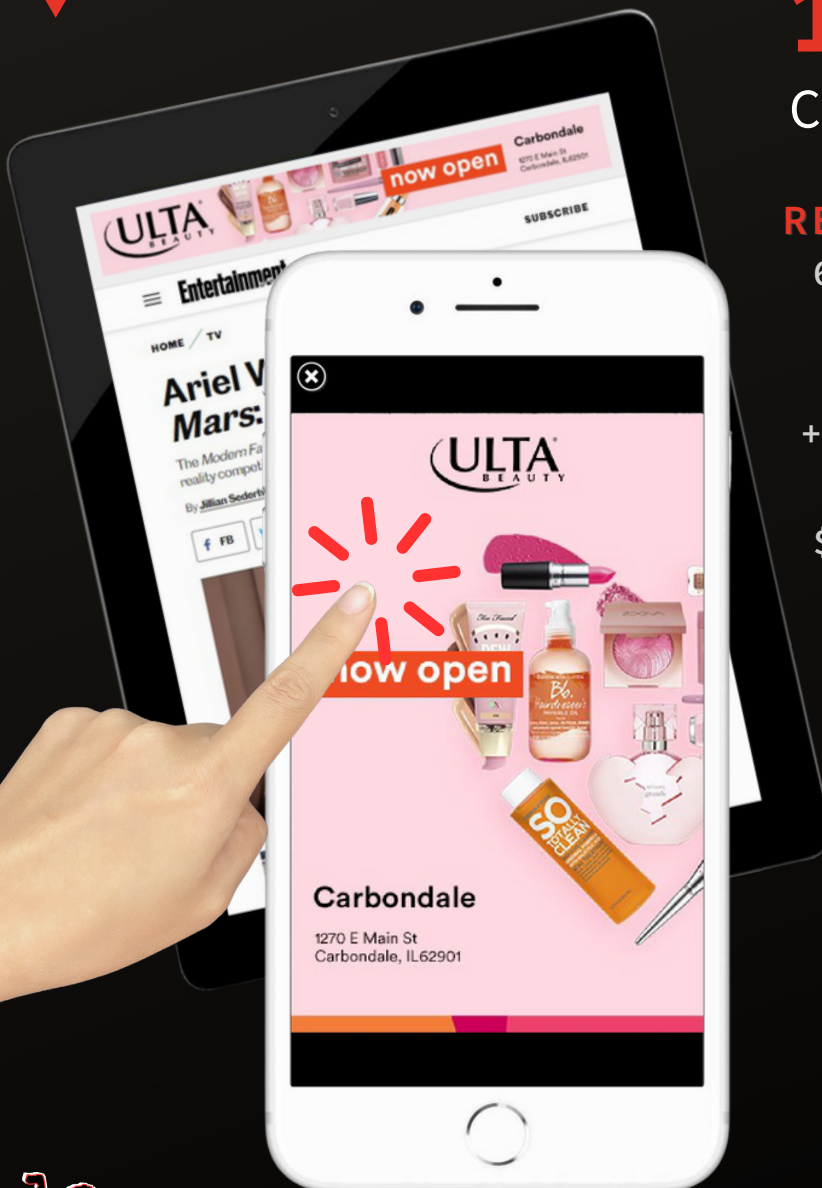
1.36% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+1,595% RELATIVE PERFORMANCE

3,078 CLICKS

\$329.83 VALUE ADDED





MARKET CTR PERFORMANCE

 Santa Fe, NM

715%

CTR INCREASE



RESULTS

2,759 IMPRESSIONS

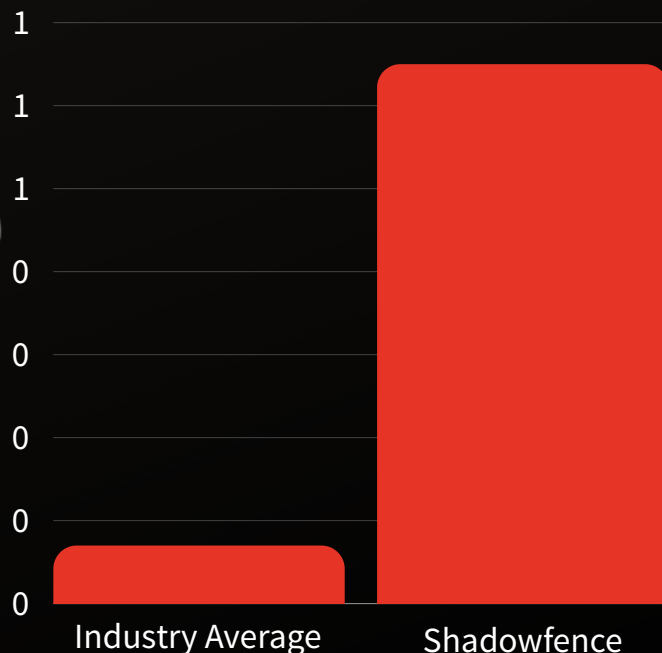
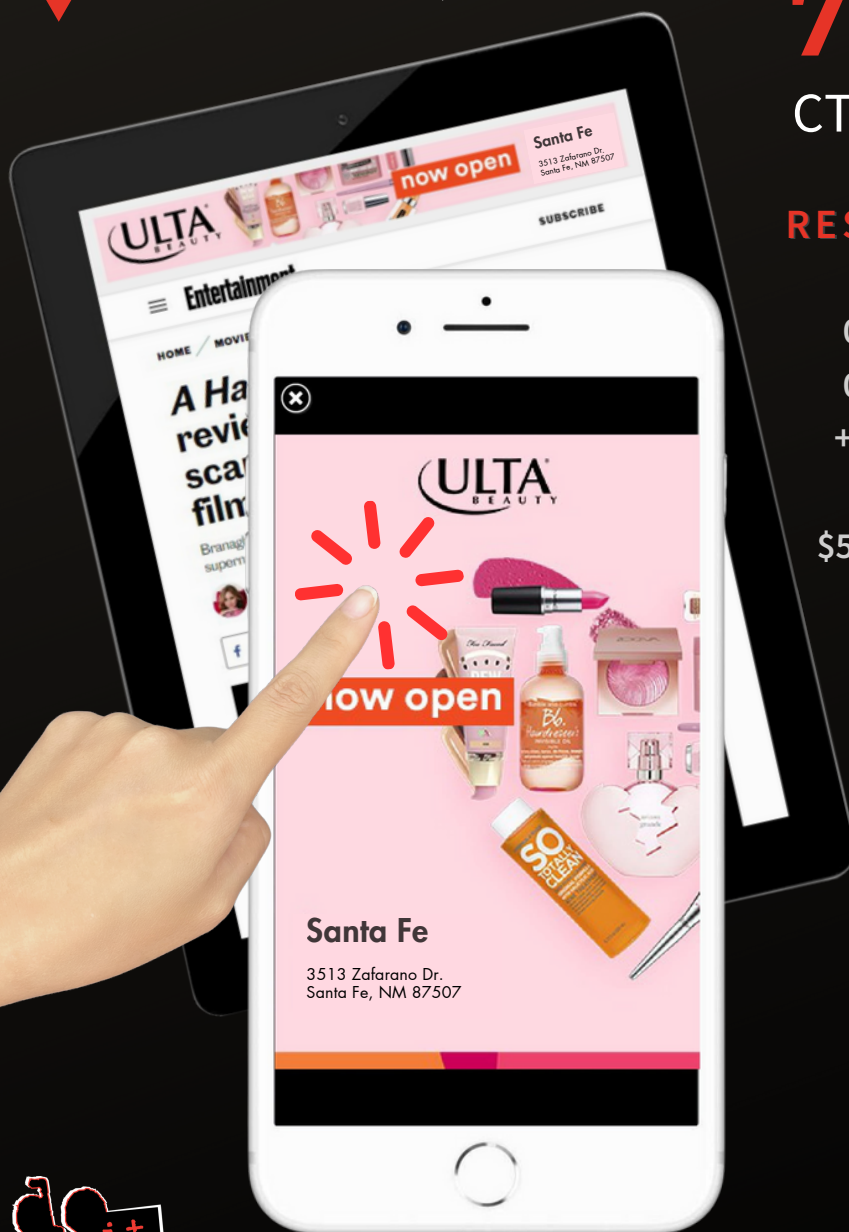
0.65% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+715% RELATIVE PERFORMANCE

2,759 CLICKS

\$596.64 VALUE ADDED





MARKET CTR PERFORMANCE

 Opelika, GA

1,181%
CTR INCREASE



RESULTS

356,212 IMPRESSIONS

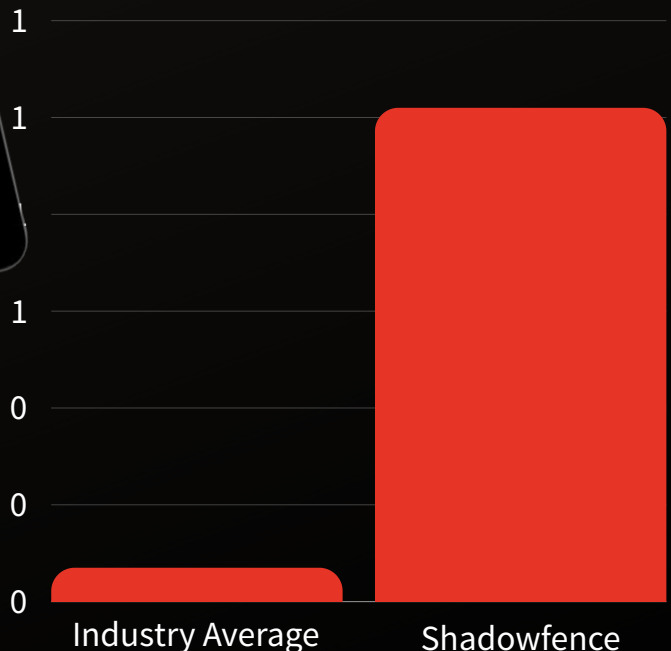
1.02% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+1,181% RELATIVE PERFORMANCE

3,650 CLICKS

\$27.79 VALUE ADDED





MARKET CTR PERFORMANCE

 Northborough, MA

712%

CTR INCREASE



RESULTS

358,426 IMPRESSIONS

0.65% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+712% RELATIVE PERFORMANCE

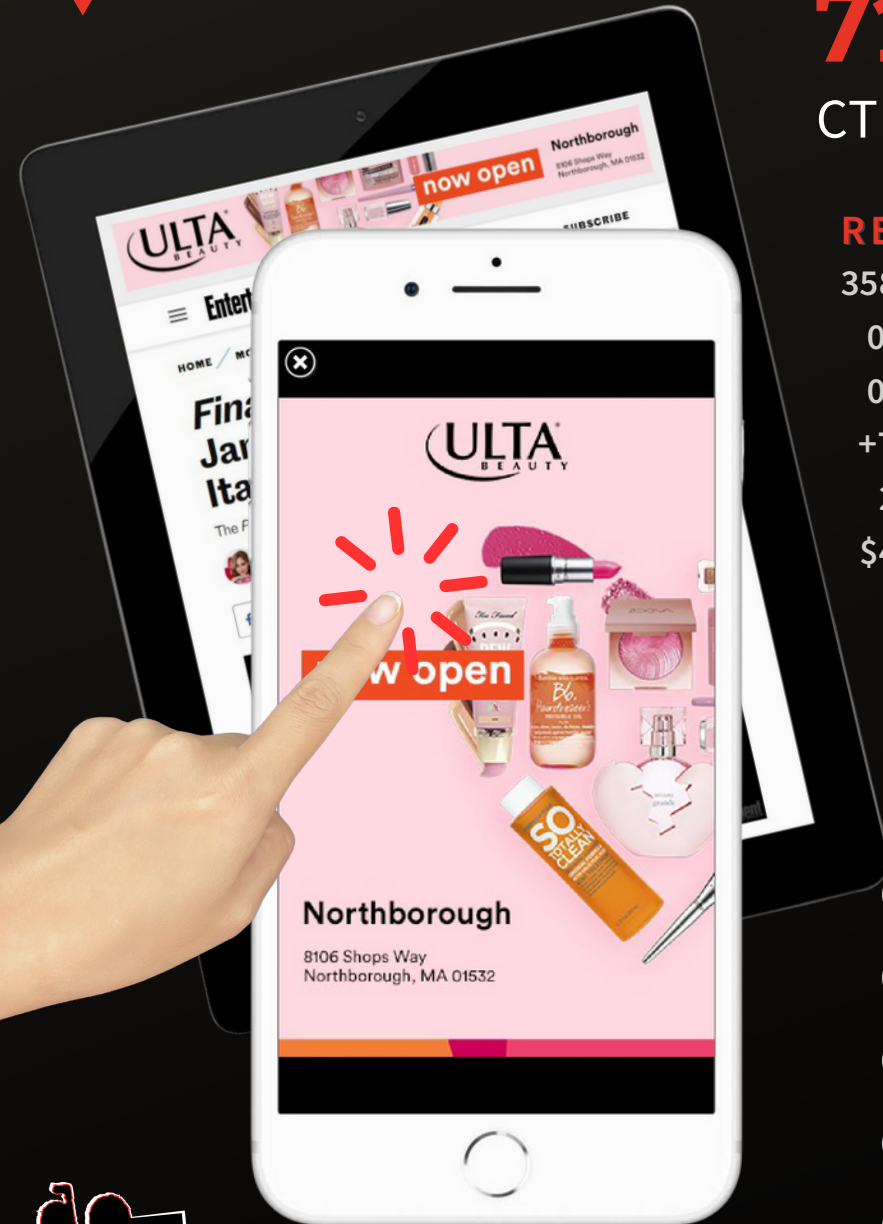
2,329 CLICKS

\$46.61 VALUE ADDED



Industry Average

Shadowfence





MARKET CTR PERFORMANCE

 Austin, TX

129%

CTR INCREASE



RESULTS

393,521 IMPRESSIONS

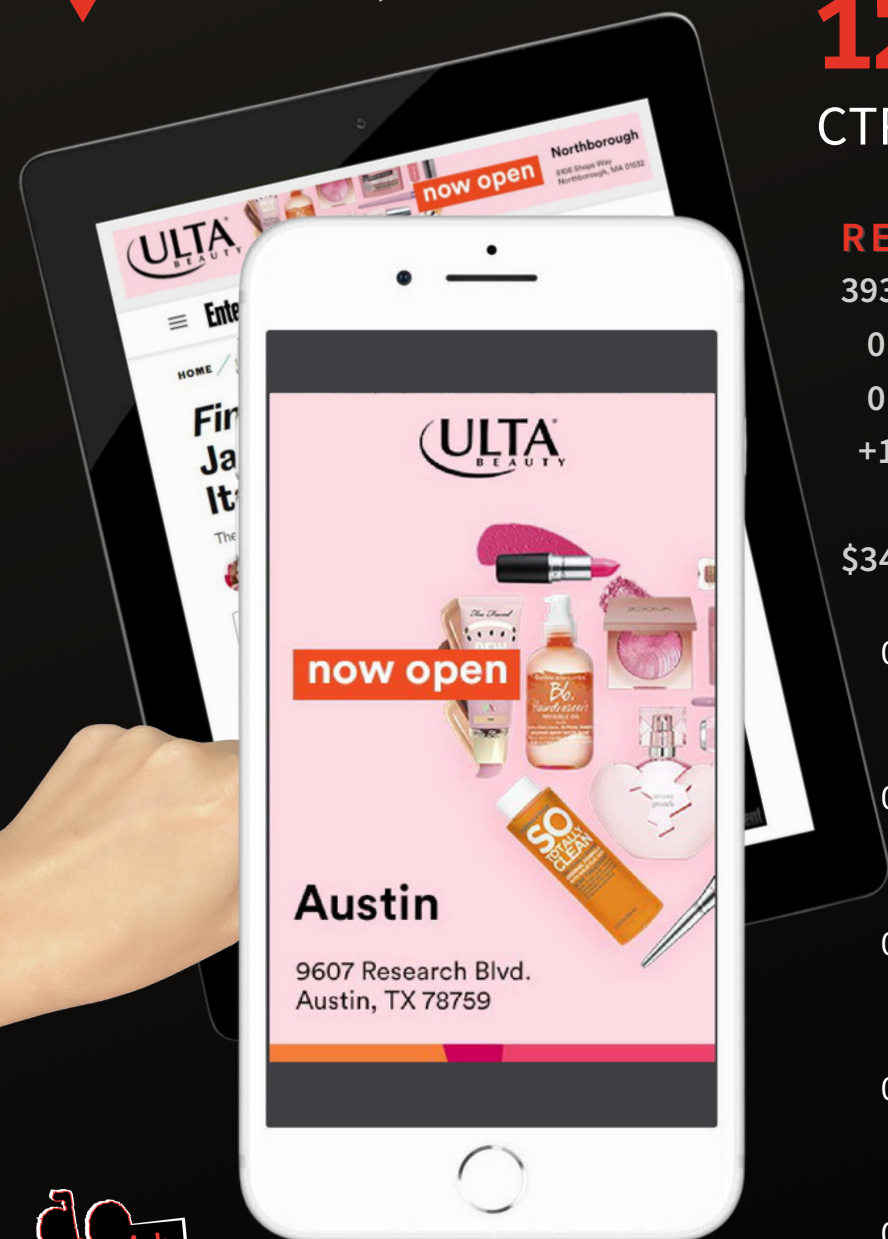
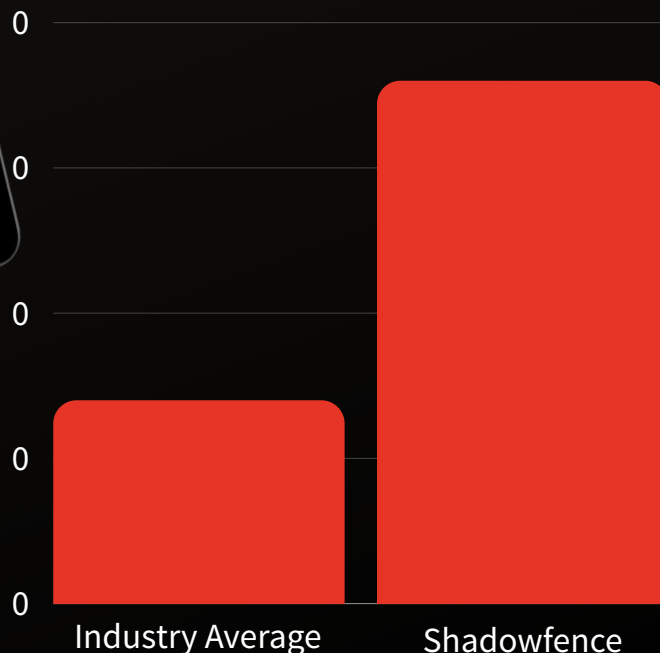
0.18% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+129% RELATIVE PERFORMANCE

721 CLICKS

\$344.92 VALUE ADDED





MARKET CTR PERFORMANCE

 Sandy, UT

233%

CTR INCREASE



RESULTS

369,510 IMPRESSIONS

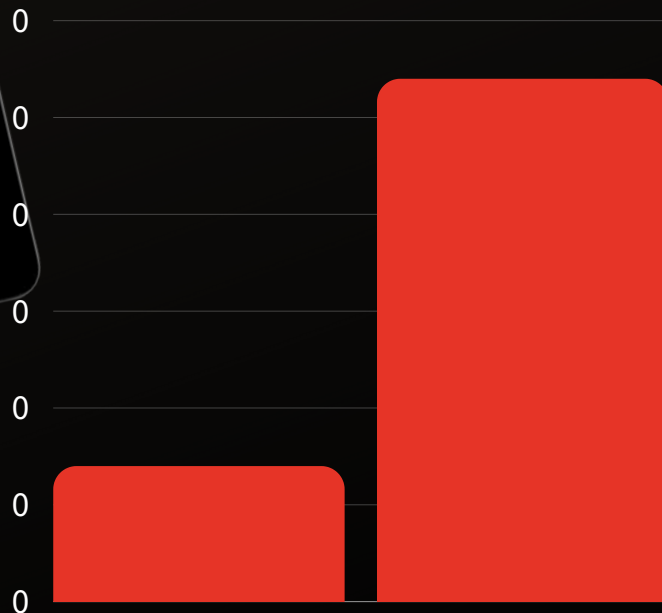
0.27% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+233% RELATIVE PERFORMANCE

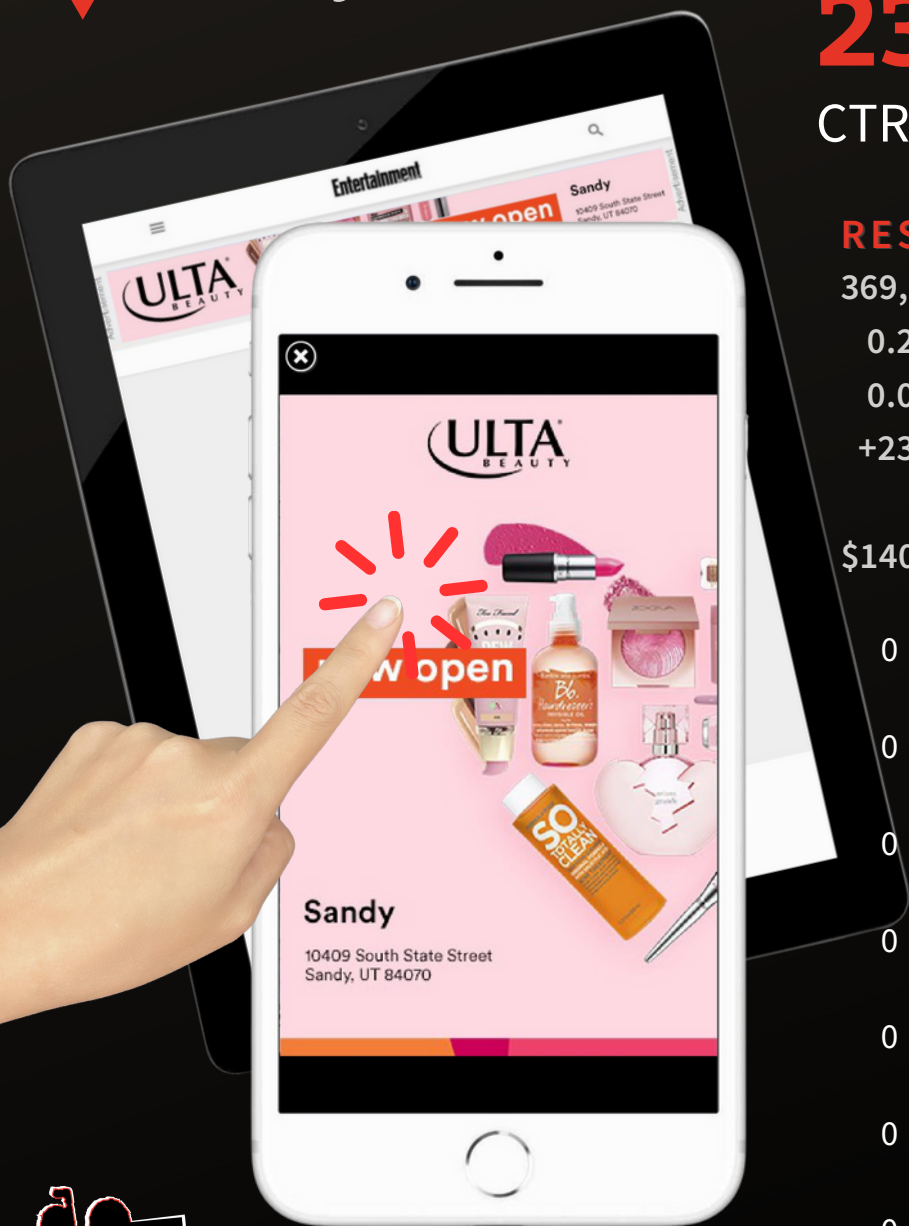
983 CLICKS

\$140.83 VALUE ADDED



Industry Average

Shadowfence



**Exclusive Shadowfencing relative performance
compared to average industry vertical...**

- Fashion & Style +767%
- Grocery & Food Retailers +608%
- Home & Garden +748%
- Retailers +788%

**Blowing away industry
average CTRs**

