

## ItJustFits.com

### Background

This customized bath and shower contractor wanted to increase their business in the local market.

### Objective

#### Increase Website Visitation

The advertiser wanted to increase their sales in the Sioux Falls and surrounding areas.

### Strategy

The advertiser's target audience was females 55+ in Sioux Falls and surrounding cities. After evaluating Geopath OOH audience delivery data, it became apparent that high trafficked digital billboards in the retail areas of Sioux Falls would reach the most of their target audience.

### Plan Details

Market: Sioux Falls, SD

Campaign Posting Dates: 5/3/23- 7/25/23

OOH Formats: Digital Billboards

Target Audience: Females, 55+

Budget: \$10,000 or larger

Total Impressions: 9,397,856

### Results

The campaign included three flights, but demonstrated notable early success after just one month. The advertiser reported 390 page visits from the unique URL featured on the billboard, indicating effective engagement with the campaign's online component. Additionally, there was a significant increase in inquiries of over 15% from the Sioux Falls area since the campaign's inception, underscoring its impact in driving local interest and engagement among the target audience.

