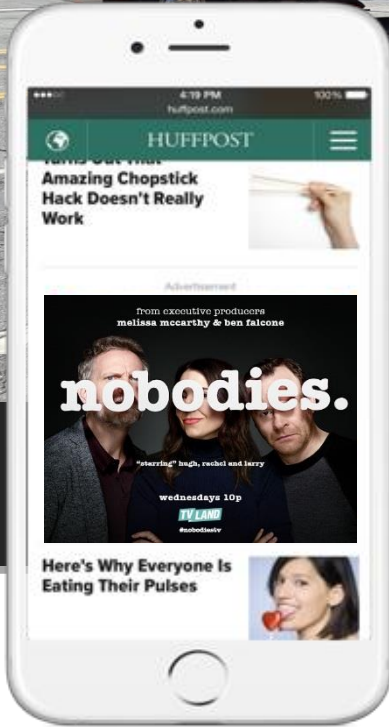


- ▶ Continuity of messaging
- ▶ Increased frequency
- ▶ Improved relevancy
- ▶ Amplification of reach



# mobile geofencing

OOH + MOBILE = ENGAGEMENTS

**56% HIGHER CTR** WHEN YOU COMBINE THE TWO

Target exact audience based on geography and demography with strategic OOH campaign

Deliver corresponding messages digitally to audiences within the same geofences as OOH media

Add additional audience targeting layers to reach the right person in both channels



## BEACON-TRIGGERED DISPLAY ADS

Create an audience segment for your mobile display ads based on those devices that come within close proximity to our mobile billboards.

- ▶ Placement across open exchange websites and apps
- ▶ Deliver ads to the right audience based on location, past locations, browsing behavior and demographics wherever they go on their device
- ▶ Standard banner, rich media or video ads available
- ▶ Geofences can be DMA sized, around mobile billboard routes or around key points of interest
- ▶ Attribution tracks foot traffic into stores
- ▶ Remarketing available

WHEN AN OOH CAMPAIGN IS PAIRED WITH A SMARTPHONE CAMPAIGN, THE REACH CAN BE AMPLIFIED BY UP TO **316%**.

-OAAA



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