

0.84%
Click-Through-Rate



bold is beautiful

RETARGET THE OOH AUDIENCE

By placing a beacon on our mobile billboard, we can collect device IDs within close proximity to the OOH ad and serve them display ads. Because **48%** of us are more likely to click a mobile ad after seeing the same OOH ad (*source: Ocean & NeuroInsights*), on average, CTR increases by **56%** when you combine OOH with your digital media (*source: Blue Bite*).

OUR CAPABILITIES

- ▶ mobile billboards
- ▶ beacon retargeting of OOH audience and geofencing
- ▶ field marketing teams
- ▶ coupon delivery
- ▶ product sampling
- ▶ brand experiences

Engage beauty enthusiasts

91% of U.S. residents 16+ have noticed an out-of-home ad in the past month, and 52% of OOH viewers are female.

(*source: OAAA*)

We marry digital with physical to achieve the greatest results! Our media formats can be highly targeted to reach beauty enthusiasts near key points of interest physically, and we can also serve display ads to beauty enthusiasts on their own mobile devices. It's a powerful 1-2 punch that improves click-through-rate and conversions. We can also attribute foot traffic into specific retail locations back to our media campaign.

Leveraging location data, we can ensure your mobile billboards, display ads and field marketing teams are delivering your message to your precise audience! With an integrated approach and one trusted partner, you can measure results and keep the needle moving!

“Working with **do it outdoors** has been a remarkable experience. The team is responsive, accommodating market specific challenges in the moment. This continues to be a unique way to reach our local audiences for each of our new store openings.”

// Casey Foxen, Integrated Marketing Manager, Ulta Beauty

