

metroPCS.

T-Mobile

verizon wireless

boost mobile

Sprint



create connections

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
- ▶ domination programs
- ▶ field marketing teams
- ▶ experiential activations
- ▶ event and trade show activations

Proximity Targeting Drives Personal Touches

The wireless industry is about making connections on a more personal level, so don't let traditional media formats miss the mark when it comes to sharing your message. **Alternative out-of-home (OOH) advertising and experiential marketing lets you engage specific key audiences while building strong brand-to-consumer connections.**

And with mobile media formats, you don't have to rely on inventory space – take your message where other media can't go and to where it matters the most: where your consumers live, work and play. Be local, relevant and personal – to boost sales and improve brand loyalty!

Combine with mobile media to drive your click-through-rates!



The Freedom Rings Tour produced a 244% lift in sales for MetroPCS over the previous year.

“As an outdoor non-traditional media, do it outdoors really brings it to life!”

// John Harrobin, CMO, Verizon Wireless

