

CLICK THRU RATE:
0.85%



healthy media plans

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

Hyper-Local Targeting to Reach Health-Conscious Market

A Nielsen survey showed that Generation Z is more concerned about GMO and organic ingredients than the generations before them. They're 40% more willing to spend money on healthier products, too. The younger generation is creating a healthier America, and brands are taking notice!

Gyms, pharmacies, pharmaceutical, healthy snack options, fitness technology, fitness clothing brands, cleansers, plant-based home products and essential oils are just the tip of the iceberg when it comes to wellness brands.

Using our true proximity targeting model in both the physical and digital worlds, we can reach the exact right audience for your unique health or wellness brand. We'll work with you to strategize the campaign and customize each layer to fit your specific objectives.

That's why we're called solutionists. Ask us for more details!

