



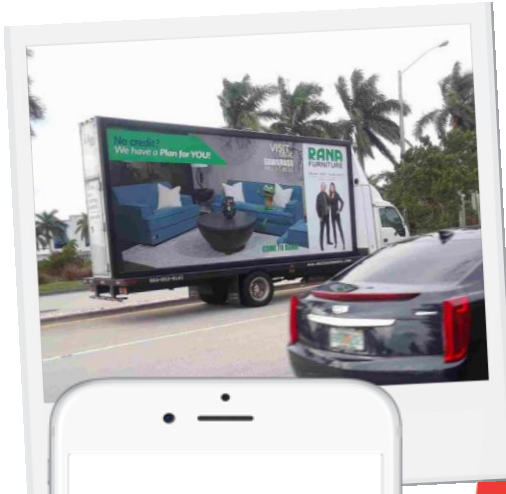
## Foot Traffic to Store

An integrated ad campaign was used to boost foot traffic into the Sunrise, Florida, location of Rana Furniture. A mobile billboard ran for four consecutive weeks, Friday – Tuesday, driving near the Rana Furniture store at Sawgrass Mills Mall as well as competitor furniture and mattress locations. Additionally, mobile display ads were served within the same geofences, including around the Rana location and each of its competitor locations.

**+171%**  
CTR Relative  
Industry  
Performance

Verified walk-ins of those who were served a mobile display ad on their phones or tablets and then later entered the store were measured. The 1.5 km geofence around the store, itself, drew the most foot traffic (30% of verified walk-ins). However some of the competitor locations saw higher click-through-rates, as high as **0.75%**.

Overall, this campaign successfully generated interest for the local furniture store.



**601,664**  
Mobile Impressions



**0.38%**  
Click-Through-Rate



**33%**  
Store Geofence Clicks  
to Walk-In Ratio



## ABOUT THE CLIENT



Rana Furniture has been in business since 2003 serving the Miami, Hialeah Gardens, Pembroke Pines and surrounding Floridian communities. They carry some of the most recognized names in furniture and mattresses. Customers count on Rana for family service, friendly delivery and guaranteed low prices.

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