



drive and measure foot traffic

Measureable OOH + Mobile Media

MOBILE ATTRIBUTION

In addition to serving display ads to those in close proximity to the OOH media and your key points of interest, we can also attribute foot traffic from our campaign directly into your store! Ask us how!

Among consumers who viewed an OOH ad in the past month:

- ▶ 39% visited the retail store advertised
 - ▶ 29% shopped a sale in-store that same week
 - ▶ 28% shopped a sale online that same week
 - ▶ 12% made a smartphone transaction
- (Source: OAAA)

With true proximity targeting, your efforts are highly-focused on the right audience at the right time in the right place! When you geofence your location and key points of interest nearby with both physical and digital media, amazing things start to happen. Plus, you can now attribute foot traffic to your OOH campaign! Add in a few personalized experiences, and you'll build a league of loyal shoppers.

"The team in the field were great to work with, did a nice job representing Walgreens and spread the word about pet prescriptions."
// Justin, Walgreens

OUR CAPABILITIES

- ▶ mobile billboards
- ▶ beacon retargeting of OOH audience and geofencing
- ▶ mobile attribution
- ▶ domination programs
- ▶ field marketing teams
- ▶ experiential activations
- ▶ retailtainment programs
- ▶ special events
- ▶ mobile marketing tours
- ▶ product sampling and demonstrations
- ▶ social media integration

- ▶ Under Armour
- ▶ Sam's Club
- ▶ Walmart

