



“The tech sector is drawn to the medium. It is big. It is bold. It is unblockable. And when done well, it can also be a work of art.”
// Kym Frank, President, Geopath



tech targetability

Tech brands rely on OOH to stay relevant in today's busy world

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).

Google, Facebook, Microsoft, Apple – they all use out-of-home media.

Out-of-home (OOH) is the most efficient ad medium in driving online activity, including search and social activations. When paired with a digital campaign, the click-through-rate improves. It far exceeds online activations through TV, radio and print.

Because we spend 70% of our time out of home, advertisers can reach, remind and activate consumers through OOH ads. OOH's favorability score is high, and studies show that OOH is also highly recallable.



OUR CAPABILITIES

- ▶ mobile billboards
- ▶ display advertising
- ▶ beacon retargeting
- ▶ field marketing teams
- ▶ experiential activations
- ▶ event and trade show activations

WHEN AN OOH CAMPAIGN IS PAIRED WITH A SMARTPHONE CAMPAIGN, THE REACH CAN BE AMPLIFIED BY UP TO **316%**.

-OAAA

