



Verified Walk-Ins

An integrated mobile billboard and mobile display advertising campaign measured store walk-ins directly attributed to the campaign. A mobile billboard ran for one five-day week in Ellicott City, Maryland, and two five-day weeks in Egg Harbor, New Jersey, to drive traffic to a total of three (3) Mattress Warehouse locations. The creative and timing were tied to the company's President's Day sales. Additionally, mobile display ads were served in the same markets, concentrated within the mobile billboard route and targeting competitor locations.

Of those served a mobile display ad on their phones or tablets, 80 people later walked into one of the three locations with a total of 127 total walk-ins. The campaign also generated clicks to the online store – **over performing the industry average click-through-rate by 337%.**

127

Verified Walk-Ins

80

Unique Verified Walk-Ins

+337%

CTR Relative Industry Performance



1,554,057
Mobile Impressions



7,757
Clicks



0.50%
Click-Through-Rate



ABOUT THE CLIENT

For 30 years, Mattress Warehouse has been committed to providing guests with a relaxed and educational buying experience that results in an improved quality of sleep through the best products at the best prices. They now have over 250 stores and continue to grow.

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