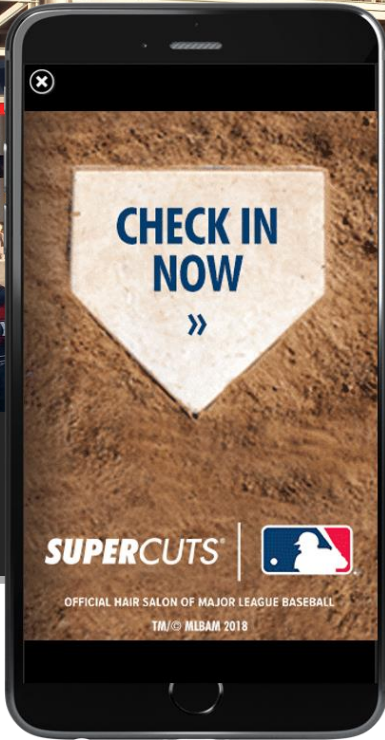




SEE CASE STUDY

- ▶ Continuity of messaging
- ▶ Increased frequency
- ▶ Improved relevancy
- ▶ Amplification of reach



mobile geofencing

OOH + MOBILE = ENGAGEMENTS

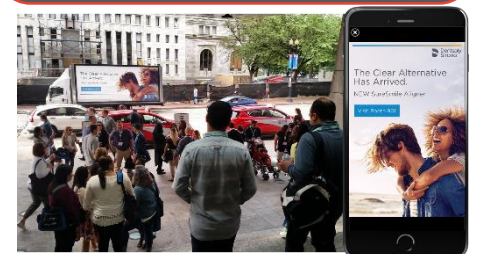
48% OF US ARE MORE LIKELY TO CLICK AFTER SEEING THE SAME OOH AD*.

Target exact audience based on geography and demography with strategic OOH campaign

Deliver corresponding messages digitally to audiences within the same strategic locations

Add additional audience targeting layers to reach the right person in both channels

- ▶ Unified messages delivered across physical and digital media
- ▶ Contextually relevant creative aligns to proximity-based audience
- ▶ Ads delivered to the right audience based on location, demographics and behavioral affinity - whichever site/app they use
- ▶ Ads served to mobile/tablet devices to reach OOH audiences in strategic locations on-the-go
- ▶ Relevant points of interest, stores, competitors or events drive campaign success
- ▶ Standard banner, rich media or video ads available
- ▶ Verified walk-in data tracks foot traffic into stores
- ▶ Device capture with impression delivery and retargeting available



Reach your audience with OOH and mobile messages – simultaneously, in strategic locations.

**Ocean & NeuroInsights*



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mobile billboards | field marketing | experiential marketing