



CALLING ALL APPLICANTS!

The United States Postal Service (USPS) is one of the largest business enterprises under federal operation, and when it comes to employment, USPS compensation is higher, on average, than comparable private-sector workers, with highly-competitive benefits packages.

To help spread awareness of these employment benefits and increase the number of applicants in Denver CO, the USPS utilized do it outdoors' **shadowfencing strategy**.

Two mobile billboards were deployed with fully-customized routing to target restaurants, shopping centers and other high-traffic areas with the maximum consumer visibility. The shadowfencing strategy, along with with device ID retargeting, was integrated into the mobile billboards' GPS systems to serve complementary digital display ads to consumers who entered the dynamic geofence. The campaign lasted for four weeks, Wednesday through Sunday.

NOW ★ HIRING

CARRIERS
CLERKS
TRACTOR TRAILER OPERATORS

Search job opportunities, position requirements, and review full benefits

APPLY NOW



Shadowfencing CTR's were **346%** compared to the Industry average; geofencing CTR's were **234%** compared with industry average.



Mobile Impressions
945,151



Total Clicks
6,218



Click-Thru Rates
Shadowfence: 0.74%
Geofence: 0.56%

ABOUT THE CLIENT



The United States Postal Service is an independent agency of the executive branch of the US federal government responsible for providing postal service in the US, including its insular areas and associated states. *Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds.*

do it outdoors media is the largest national mobile billboard and field marketing company.

doitoutdoors.com

