



### FORGING INTERNATIONAL PATHS

AT&T launched a new selection of international wireless plans, allowing unlimited talk and text within and between the US and Mexico without roaming charges. To promote this new offering, AT&T wanted to pinpoint marketing efforts in (7) major markets in Southwest border states—San Diego, Tucson, Yuma, Corpus Christi, Harlingen, Laredo, Odessa and San Antonio.

Mobile billboards with Spanish and English creative were deployed in each market, along with a strategic combination of digital shadowfencing and geofencing.

The shadowfencing strategy was integrated into the mobile billboard's GPS systems to serve complementary digital ads to those who entered the moving geofences, helping spread the word and encourage consumers to learn more about this new plan and sign up.



The top-performing shadowfence was Harlingen with a **0.76% CTR**, followed by San Antonio at **0.75%**.

Shadowfencing CTR's were **369%** compared to the industry average; geofencing CTR's were **253%** compared with industry average.

### WATCH THE VIDEO



Mobile Impressions  
**16,310,162**



Total Direct Clicks  
**74,751**



Click-Thru Rates  
**Shadowfence: 0.58%**  
**Geofence: 0.44%**



## AT&T

### ABOUT THE CLIENT

As the first truly modern media company, AT&T has been changing the way people live, work and play for the past 140 years. AT&T's unique blend of businesses work together, providing customers around the world with connectivity, technology, entertainment, news, advertising and more.

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

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