

DOOH DRIVES DOWNLOADS FOR STREAMING SERVICE



Campaign Objective:

Drive brand awareness & app downloads amongst a streaming service's target audience traveling during summer weekends throughout Boston, New York, Chicago, and Philadelphia.

Solution:

Identified Digital Bulletins that over-indexed for vacation/beach goes with RADARView. Leveraged the flexibility of Digital OOH to reach consumers with contextually-relevant messaging during peak weekend drives times. Measured campaign impact on downloads of the streaming service's app amongst OOH exposed audiences.

Results



OOH exposure generated a **1.24% app install conversion rate**, on par with mobile media



50% of app downloads measured came from devices **solely exposed to OOH**



Industry-first attribution solution delivered **insights on engagement, demographics and consumer behavior used to optimize future campaigns**