

OOH DELIVERS NEW & REPEAT ORDERS FOR APP

OBJECTIVE

Acquire new users and dominate select Florida markets for an established delivery app.

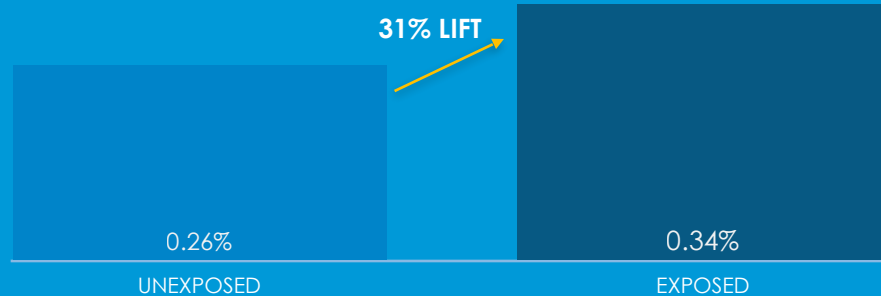
SOLUTION

Run a high-reach digital bulletin campaign market-wide in key DMAs within the state.



OOH drove **significant lift in orders from new app users and repeat orders from existing customers.**

NEW ORDER RATES



2X
(APPROX.) LIFT IN REPEAT ORDERS AMONG EXPOSED AUDIENCES