

# OOH & MOBILE DRIVE PET ADOPTIONS



## Campaign Objective:

The City of Jacksonville Department of Animal Care & Protective Services wanted to increase pet adoptions leading up to the holidays.

## Solution:

Activated a 12-week program optimized for high reach, with 3 Digital Bulletins rotating every week. A targeted RADARConnect campaign amplified the impact of OOH and retargeted those exposed to OOH and key POIs.

## Results



City of Jacksonville Department of Animal Care & Protective Services **saw a 6% increase in pet adoptions** YoY during the 12-week campaign.



Campaign achieved **.79% CTR** over the 12-week campaign.



The City of Jacksonville Department of Animal Care & Protective Services **added a larger campaign at the end of the 12 weeks** to promote their annual pet adoption event.