

OOH DRIVES RAPID ONLINE CONVERSION FOR CREDIT UNION

OBJECTIVE

Promote new branding for a credit union and drive traffic to the company website.

SOLUTION

Leverage inventory in high-traffic, urban locations and dominate market with multiple OOH units to increase campaign exposure.



The variety of OOH units and market coverage led the exposed audience to take immediate action and visit the advertised website.

WEBSITE VISITATION RATE

By Number of Unique OOH Units



36%

LIFT IN WEB VISITS
AS COMPARED
TO UNEXPOSED
AUDIENCES

ON
AVG. 3 DAYS

BETWEEN LAST
EXPOSURE TO OOH
AND WEBSITE VISIT