

OOH INCREASES PRESENCE FOR GREENS ENERGY



Campaign Objective: Greens Energy Services wanted to increase market presence during peak summer months by increasing the volume of inbound calls and leads.

Solution:

Activated a 12-week program optimized for high reach, with 20 posters rotating every 28 days. RADARConnect extended the impact of the OOH call-to-action campaign and retargeted those exposed OOH, points of interest and identified top zip codes.

Results



Greens Energy Services **saw a consistent increase in leads** month-to-month of 12-15% over the 12-week campaign



Campaign achieved **20% higher CTR** compared to industry standard



By optimizing campaign insights, Greens Energy Services **are expanding investments** into OOH