

OOH + MOBILE DRIVES IMPRESSIVE VISITATION LIFT

OBJECTIVE

Boost brand awareness and visits to healthcare company's locations across multiple regions.

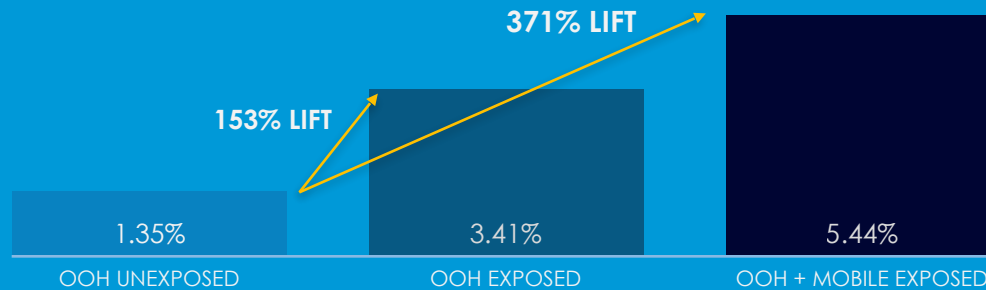
SOLUTION

Combine OOH with mobile retargeting to reach audience via multiple channels.



Using RADARConnect to retarget on mobile helped increase visitation 4X, delivered significant brand awareness and beat industry benchmarks for digital engagement.

VISITATION RATES



33%

BRAND AWARENESS LIFT IN AUDIENCES EXPOSED TO OOH+MOBILE

2X

INDUSTRY BENCHMARK MOBILE CTR AMONG EXPOSED AUDIENCES