



Mobile Digital Network & Shadowfencing

TRUE PROXIMITY TARGETING (TPT)

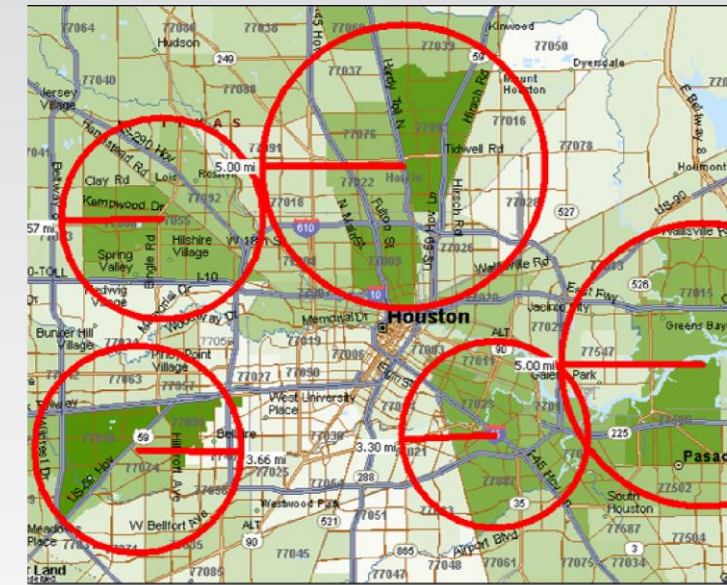
Our media formats follow a strategic and campaign-specific route customized specifically for your objectives, audiences, locations and timing.

Location-based messaging to reach the right audiences based on proximity.



MAXIMIZE COVERAGE

Is your OOH getting the right coverage in market? Our expert routing specialists do what they do best - your route! Whether it's using one or multiple units to get the job done, we'll make our best recommendation.



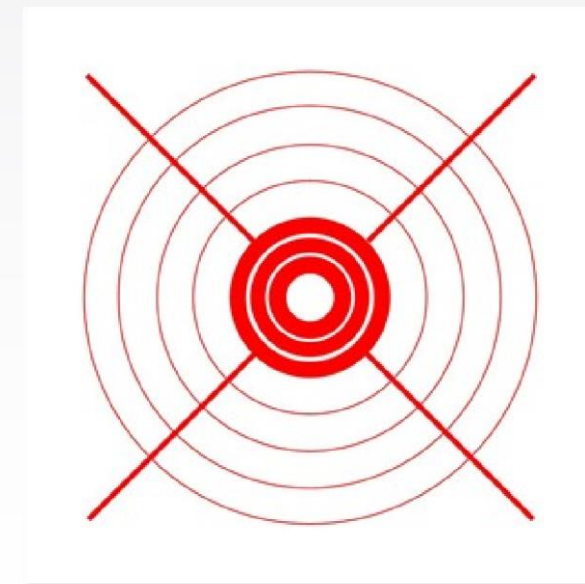
REACH KEY AUDIENCES

We can layer in demographic information onto our routes, allowing us to concentrate exposure on certain audiences. The darker green on the map to the left demonstrates higher Hispanic populations in Houston, for example.



CAPITALIZE ON PROXIMITY

We recommend a 3-5 mile radius around key points of interest in market, such as your own stores, competitor locations or other specific landmarks. We can tighten the radius near high-traffic areas or around events for more saturation.

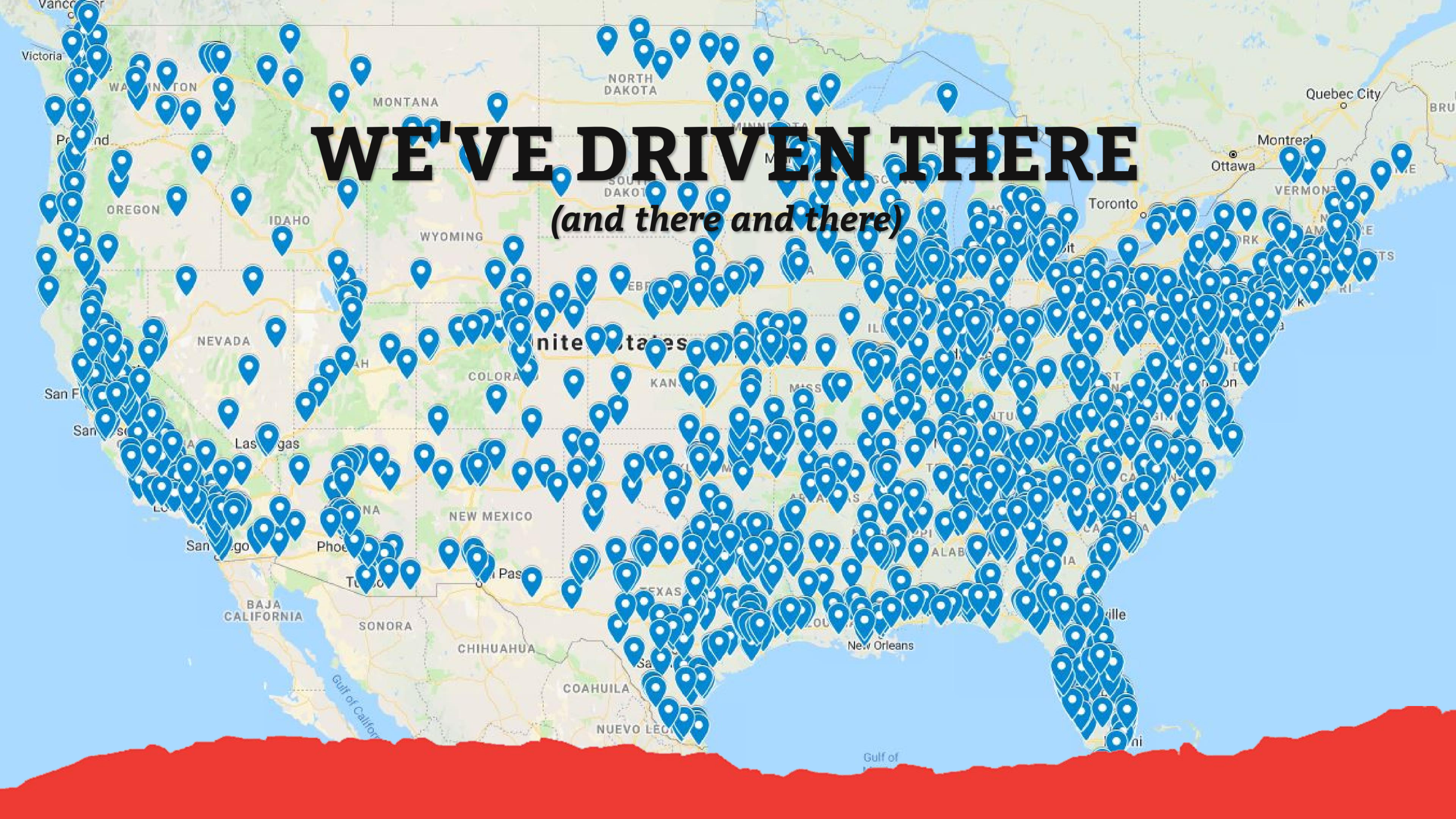


CUSTOM DATA

If you own data about where your audiences frequent, we can leverage your existing stack to make for a more comprehensive and strategic campaign.

WE'VE DRIVEN THERE

(and there and there)



Integrated Approach with Proximity





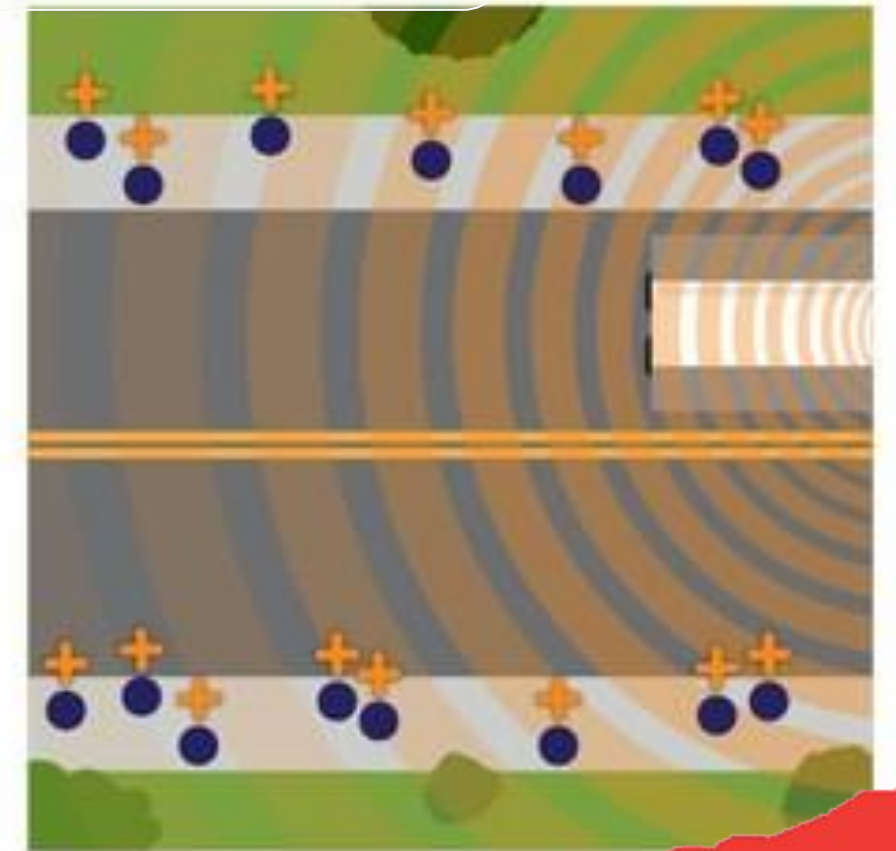
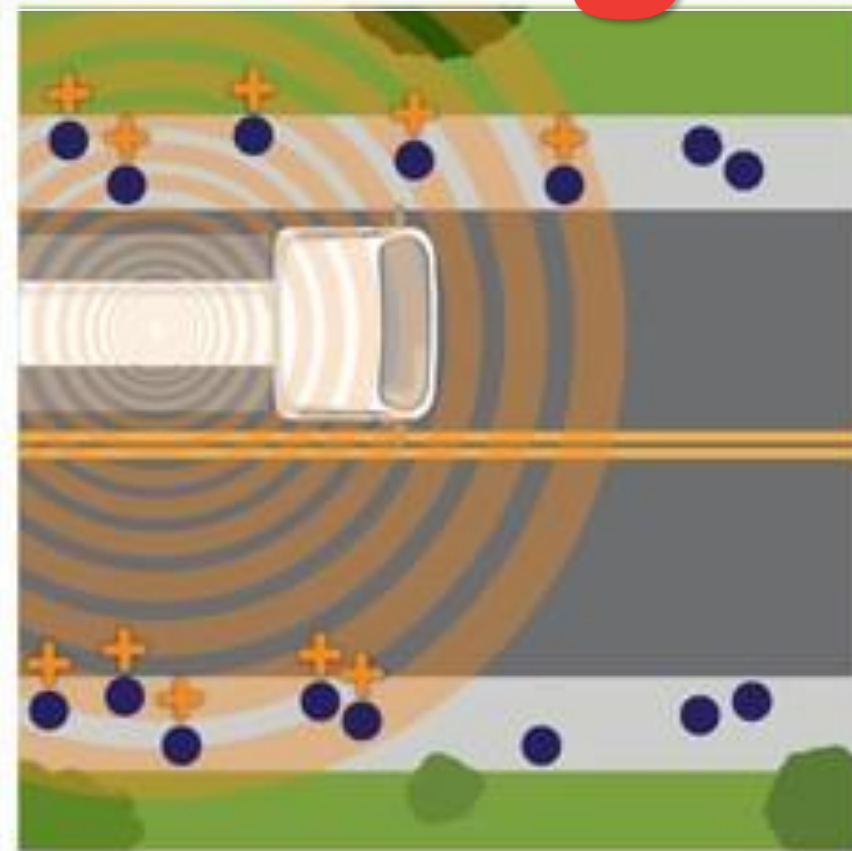
OOH + Mobile - More connected than ever before!
A GPS-integrated geofence shadows the mobile billboard...
wherever it drives.

Achieve 1:1 OOH + Mobile Audience

- Proximity
- Recency
- Relevant, Unified Messaging
- Attribution
- First-Party Data



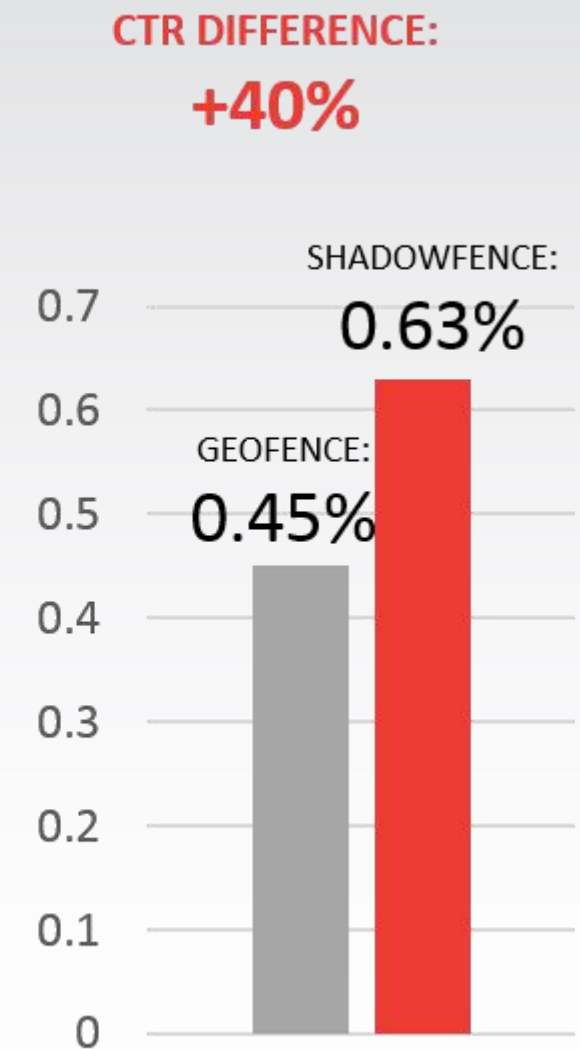
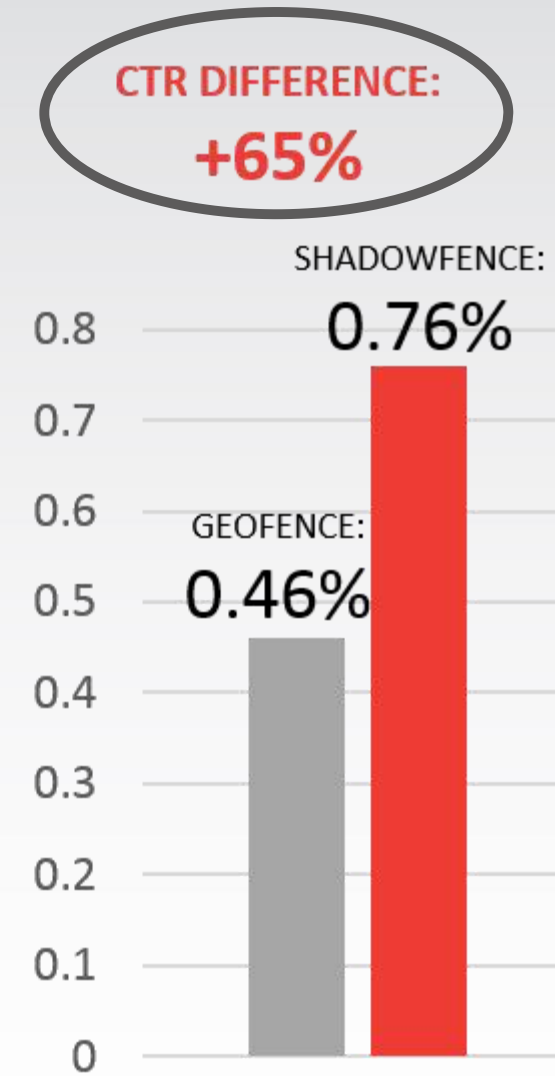
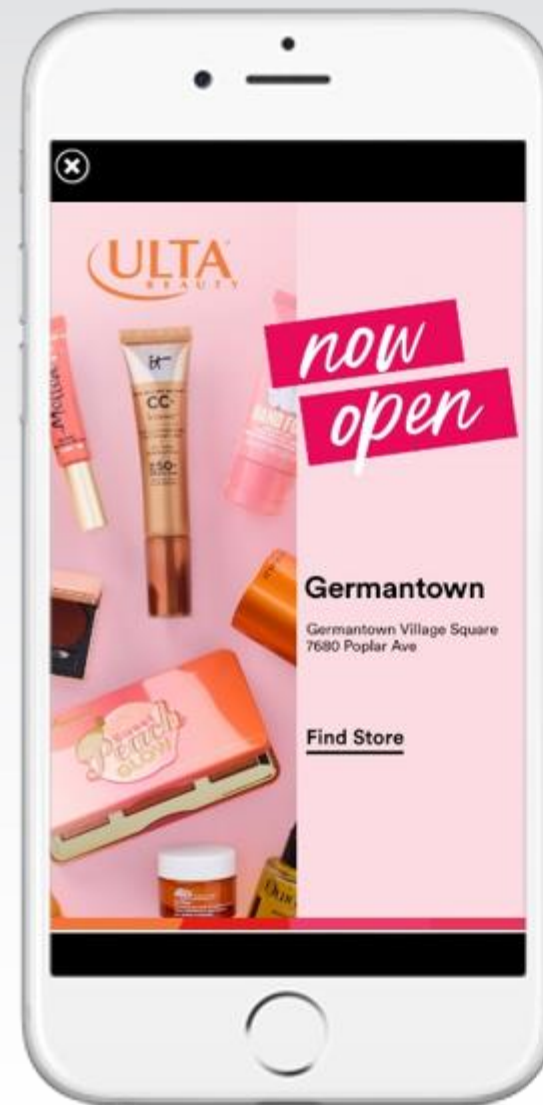
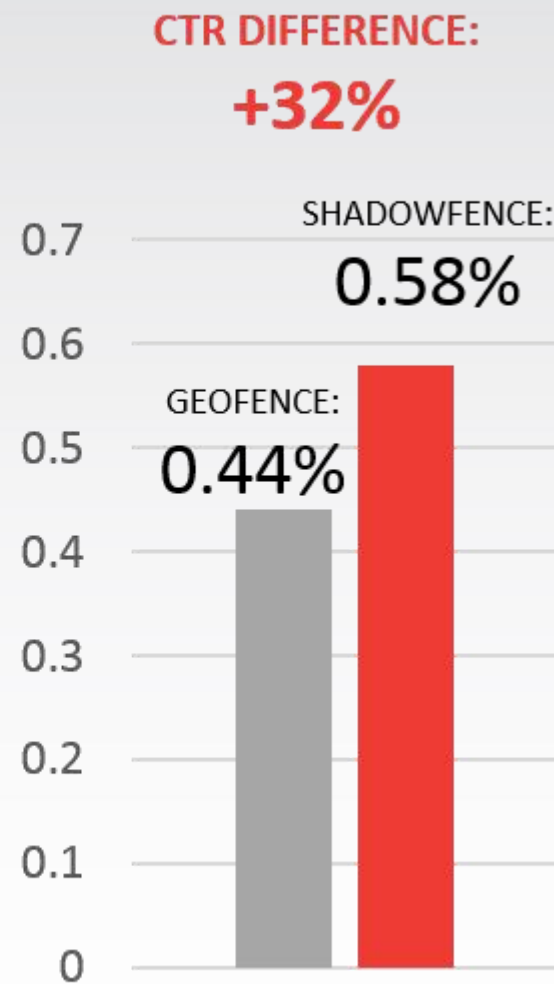
How Shadowfencing Works



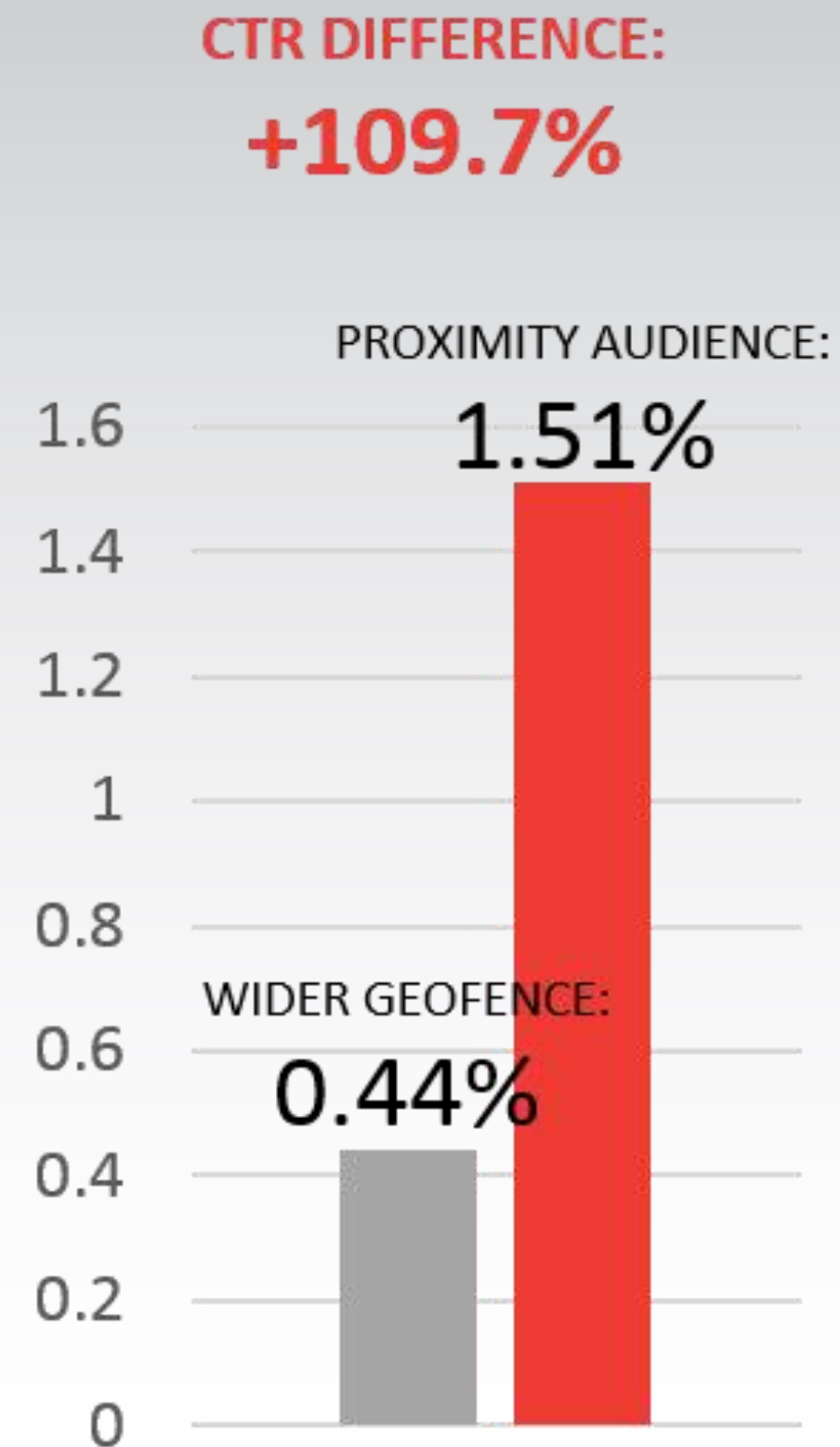
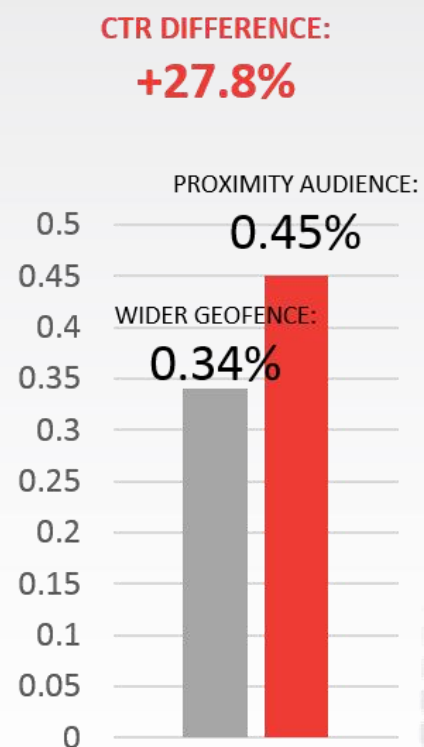
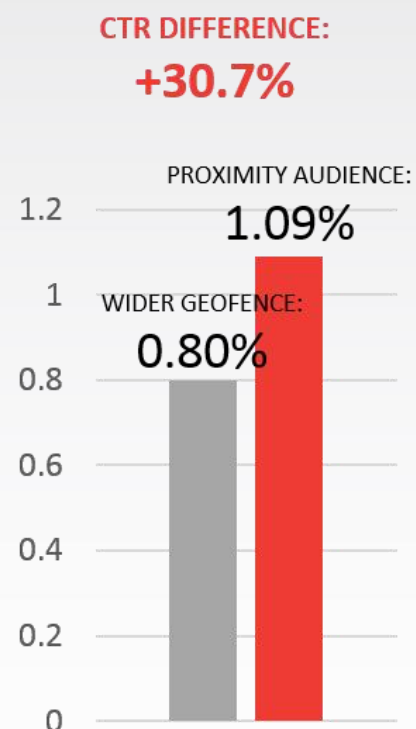
Proximity Wins

Shadowfencing achieves on average between **35-40% higher click-through-rates** than OOH + geofencing.

Shadowfencing achieves on average **396% relative performance** for mobile display industry averages.



Proximity Wins



How Ulta Beauty does it...



"Working with do it outdoors media has been a remarkable experience. This continues to be a unique way to reach out local audiences."
// Casey Foxen, Integrated Marketing Manager, Ulta Beauty



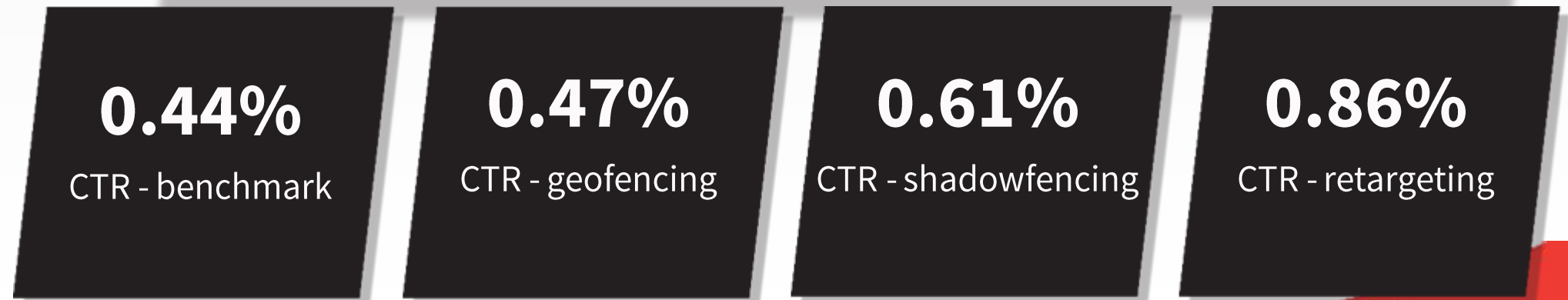
SHADOWFENCING+

Since 2016, we have supported Ulta Beauty's grand openings, averaging over 100 new stores per year. Each campaign has traditionally included one mobile billboard for five days during the grand opening week. But Ulta agreed to put our integrated solutions to the test.

For five new grand openings in five different markets across the U.S., Ulta added shadowfencing to compare their current digital marketing results with an integrated OOH campaign. Each market executed one mobile billboard for two weeks, paired with mobile display advertising. Digital impressions were served to an audience-filtered geofence (28%), shadowfence (28%) and by retargeting the devices collected through shadowfence delivery (44%).

The shadowfencing outperformed geofencing alone by 30%. But by retargeting the OOH audience, **the CTR grew by a whopping 83% from the geofencing segment.**

Online engagement exceeded expectations! Serving digital ads to the OOH audience was a strong indicator of frequency-driven performance.



USPS Integrated Recruitment Marketing Campaign



*Shadowfencing CTR's for this campaign were **346% higher** compared to the vertical industry average; Geofencing CTR's were **234% higher**.*

CALLING ALL APPLICANTS!

The United States Postal Service (USPS) is one of the largest business enterprises under federal operation. When it comes to employment, USPS compensation is higher, on average, than comparable private-sector organizations, with highly-competitive benefits. However, their recruitment marketing strategy was in need of some adjustment.

To help spread the word about these employment benefits and increase the number of applicants in Denver CO, the USPS utilized do it outdoors' shadowfencing strategy. This strategy would increase message frequency and give their recruitment marketing efforts a boost.

We launched two mobile billboards with fully-customized routing to target restaurants, shopping centers and other high-traffic areas with the most consumer visibility. The shadowfence(s)—deployed via integration with the mobile billboards' GPS systems—then served complementary mobile display ads to consumers who entered the area around the mobile billboards. The campaign lasted for 4 weeks, running Wednesday through Sunday.

945k+

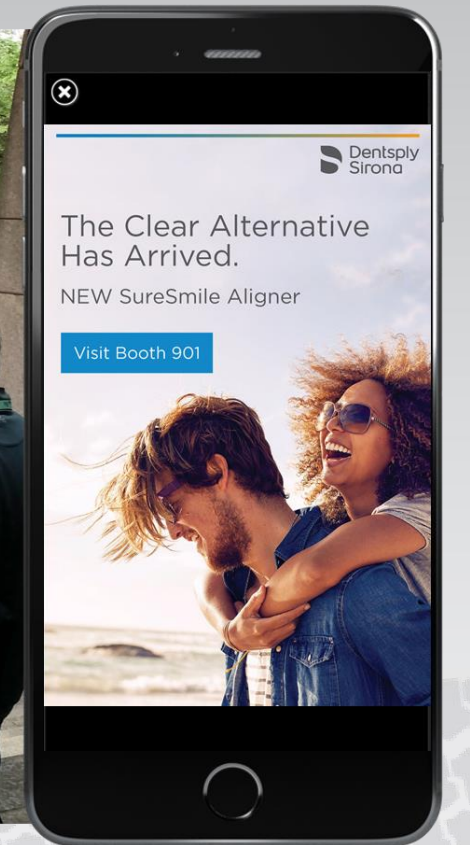
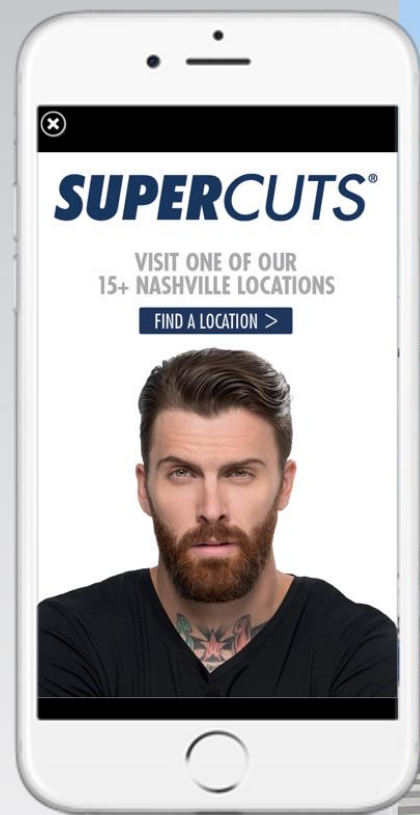
mobile impressions

0.56%

CTR - geofencing

0.74%

CTR - shadowfencing



Drive your message *anywhere,*
anytime across two channels.



We're passionate about doing
it outdoors - *and* driving
your digital performance.

Let's move your message.

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