



SHADOWFENCING

A geofence that shadows the mobile billboard – wherever it drives!

OOH + Mobile – More connected than ever before!

Capitalize on **proximity** (near the OOH message) and **recency** (reinforcing recent OOH message) by delivering a complementary mobile display ad to a relevant mobile billboard audience.

GPS integration automatically changes the targeting parameters to serve ads within 200m of the mobile billboard in real-time. A 5-minute trail continues to serve ads to those who just saw the mobile billboard pass by.

Collect first-party data of devices within close proximity to the OOH message for retargeting, audience insights and attribution. Prove a retail visitation originated from direct exposure to the mobile billboard.



Pairing out-of-home with mobile advertising achieves **better results** and ensures a measureable campaign.

Now, we can reach OOH viewers in real-time with a “shadowfence” – a GPS-integrated geofence that serves impressions to those devices closest to the OOH message when the mobile billboard is driving by and shortly thereafter. The mobile billboard message is echoed immediately with mobile display.

- 48%** average higher CTR of proximity audiences v. wider geofenced audiences among pioneering campaigns
- 48%** of consumers are more likely to engage with mobile after being exposed to the same OOH ad
- 56%** higher click-through-rates are achieved, on average, when you pair mobile ads with OOH

Sources: do it outdoors, Ocean & NeuroInsight, Blue Bite



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