

Guaranteed Consumer Engagement: OOH + Digital Media Integration

The first-ever OOH Media Guarantee

The integration of out-of-home (OOH) and digital media is a strategy that's been around for several years, yielding higher ad recall and consumer engagement than digital alone for brands in nearly every industry.

In 2019, **do it outdoors media** fine-tuned this strategy by developing the hyper-targeted, hyper-local *shadowfencing*, which has achieved a **0.63% average CTR (click-through rates)**—a **396% increase against industry CTR averages**. The consistent success across the board has allowed us the opportunity to **guarantee 300% increases in CTR to our advertisers**.

Seems too good to be true, right? Well, we're here to help you to better understand what we do, why it works and how brands can benefit from the results.

OOH Media at a Glance

Mobile billboards over-index in performance to engage multiple audiences in comparison to other OOH media formats.

96% of US adults are exposed to OOH media on a weekly basis
source: Arbitron

#1 driver of online engagements per dollar spent
source: OAAA / Nielsen

85% of US adults find OOH media useful
source: OAAA

44% growth in average total miles traveled per day since Apr. 6, 2020
source: Geopath

	BLACK	HISP-ANIC	ASIAN	A16-24	A18-34	A18-49	A25-54	A55+	HHI \$100K+
Roadside Billboard	104	104	105	107	108	105	105	92	109
Poster	123	117	143	138	136	115	100	87	117
Digital Billboard	98	107	124	109	107	107	107	89	115
Mobile Billboard	170	174	215	211	178	137	104	56	100
Bus Shelter	133	136	172	167	146	118	97	77	115
Side of Public Bus	124	120	136	120	120	113	104	89	111
Taxi	148	148	187	155	145	116	97	87	113
Wrapped Vehicle	91	105	106	102	97	97	97	103	111
Commuter Rail/Subway	180	193	233	213	207	140	113	47	113
Airport	150	169	175	156	169	125	106	75	138
Street-Level Advertising	114	119	154	124	127	105	97	95	127
Place-Based Printed Signs	100	111	93	114	107	100	96	100	111
Place-Based Video Screens	109	129	129	129	120	109	102	87	120

Source: Nielsen OOH Advertising Study, 2019

OOH + Digital Integration Benefits

66% of adult travelers ages 16+ report OOH ads have prompted them to take an action on their mobile device.

42% stated OOH drove them to search

32% reported they visited a website on their mobile device after seeing an OOH ad.

40% Increases in ROI for search advertising, and more efficient at driving online activation than all traditional media and banner ads.

source: OAAA



What if you were to take that OOH ad, put it on wheels, then serve display ads to devices in close proximity? Some great stuff, that's what.

“The How” – Mobile Shadowfencing

We developed a way to reach OOH viewers in real-time with a “shadowfence” – a **GPS-integrated geofence that serves programmatic display ads to mobile devices within 200m of a mobile billboards** as it drives by and for five minutes thereafter in its trail.

The mobile billboard message is echoed immediately with mobile display, increasing consumer engagement and creating a *shadow* for ad targeting. **It's that simple.**



The Importance of Proximity

Our physical media formats use **True Proximity Targeting (TPT)** based on demography and geography to drive messages at the right locations.

Paired with mobile display advertising, we can ensure we're matching your brand with the properly aligned audiences both **physically and digitally**. No matter who the audience – we can reach them!



Exceeding Industry Standards

Every shadowfencing campaign we've launched has exceeded ¹industry average CTR numbers, including the **2020 OAAA/Geopath award-winning campaign** for the US Postal Service.



Ready To Get Your CTR up 300%?
Let's set up a free consultation to talk more about our media formats and **GUARANTEED** results.

See Our Case Studies

¹Source: Google Ads Manager

