

WE DROVE A LIFT IN CONVERSIONS WITH BUS MEDIA FOR A TOP FOOD DELIVERY APP

A top US delivery app mixed up their media plan in NYC to better understand the value of transit out of home. They reached consumers in NYC with bus ads to raise awareness and attract new users.

STRATEGY & TACTICS

- **Strategically Placed:** The food delivery app utilized street level bus kings citywide.
- **Creative Excellence:** Vibrant graphics showcased the delivery apps reward program encouraging frequent use of the platform and generating brand awareness to increase market share.
- **Results:** “Transit OOH is an effective medium to drive ROI on its own. When combined with non-transit media, we observe a larger lift than either type individually. This suggests bus media is especially valuable as an addition to normal OOH campaigns.”



RESULTS

20%

LIFT IN CONVERSIONS

8%

LIFT IN CONVERSIONS WITH
NON TRANSIT MEDIA

6%

LIFT IN CONVERSIONS WITH
BUS MEDIA

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.