

# OOH EFFECTIVELY DRIVES WEBSITE VISITATION FOR HAIRCLUB

OUTFRONT executed an OOH ad campaign for HairClub in Palm Beach using multiple media formats. The primary goal of the campaign was to drive new visitors to their website.

## STRATEGY & TACTICS

- Market | Single Market, West Palm Beach
- Ad Formats | Digital & Static Bulletins
- Campaign Duration | 4 weeks

## MEASUREMENT

Through our partnership with Mira, all OOH assets within the campaign were geofenced and the mobile ID's of those consumers who passed through the geofences were recorded. A tracking pixel was placed on HairClub's website to allow Mira to see devices used to visit to the website and match them to devices that were seen passing through the geofences.

Using a control vs exposed methodology, the measurement was twofold:

- 1) to see if there was a change in visits to the website among both groups from pre-campaign to post-campaign (measurement continued for 2 weeks after the campaign ended)
- 2) to compare the change in visits of the two groups to see if there was a significant lift among the exposed group vs. the control group



## RESULTS

MIRA FOUND THAT THOSE WHO WERE EXPOSED TO THE OOH ADS WERE

# 87%

MORE LIKELY TO VISIT THE WEBSITE THAN THOSE WHO WERE NOT EXPOSED TO THE OOH AD.