

WE TRACKED 100 SECONDARY ACTIONS

The Highland Park ER ran a mobile campaign to help increase awareness for their ER location on Lemmon Avenue and to let audiences know that they are always open with NO WAIT.

STRATEGY & TACTICS

- / Flight Date: 01/08/18 - 03/04/18
- / Campaign supported by permanent Static Bulletins and Backlit Kiosks.
- / Used proximity targeting and placed a 2 mile radius around the location and other key tourist destinations to attract out of town guests.
- / Dynamic landing page included branding, directions to the ER, click to call, and click thru to the website/header image.

EMERGENCY ROOM ON LEMMON
EXIT NOW – TURN LEFT



OUTFRONT

RESULTS

100

SECONDARY ACTIONS

35%

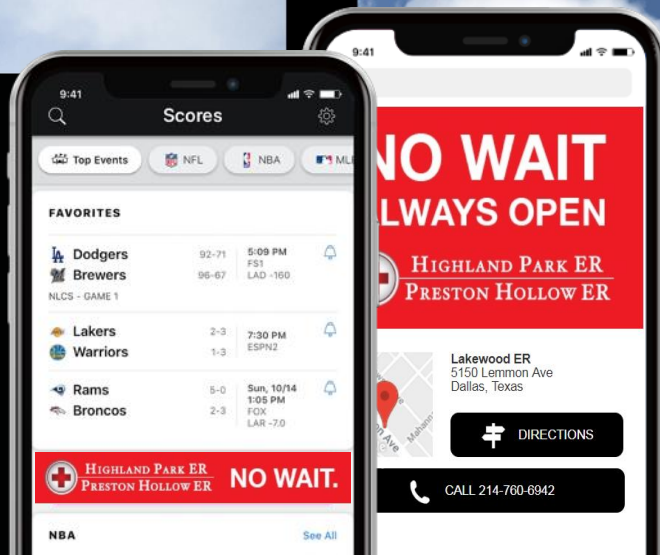
LIFT ABOVE THE MOBILE
SAR BENCHMARK

495,408

IMPRESSIONS DELIVERED



DISCLAIMER: OUTFRONT DOES NOT GUARANTEE RESULTS OR END USER ACTIVITY/ENGAGEMENT WITH RESPECT TO OUTFRONT MOBILE NETWORK CAMPAIGNS, INCLUDING, WITHOUT LIMITATION, THE CLICK THROUGH RATE (CTR), THE SECONDARY ACTION RATE (SAR) OR INCREASED TRAFFIC/VISITS, CUSTOMER INTERACTIONS, COMMERCIAL OPPORTUNITIES, REVENUE OR ROI.



80%

INCREASE IN
DRIVING WEB
TRAFFIC
OVER
PREVIOUS
CAMPAIGN

OUTFRONT