

# WE DROVE A 173% INCREASE IN CTR OVER BENCHMARK

Milestone ran a mobile VIDEO campaign to promote their \$54 AC Tune Up Specials. In conjunction they ran OOH Billboard campaign to promote their plumbing services, delivering an overall branding & awareness campaign for their home services.

## STRATEGY & TACTICS

- / Flight Date: 4/22/20- 5/31/20
- / OOH billboard campaign featured the plumbing side of their business- while Mobile Video creative focused on the Air Conditioning side.
- / Used Proximity Targeting to reach audiences in specific zip codes.
- / Video Creative highlighted 3 different videos, one being COVID-19 specific.



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.

## RESULTS

# 10,996

CLICKS

# 173%

LIFT ABOVE THE MOBILE CTR BENCHMARK

# 1,142,306

DELIVERED IMPRESSIONS



OUTFRONT