

# TESTIMONIAL Boxed.com



**“We’ve tried a lot of ROI-based ad networks, and [out-of-home] averages out if you do it right.”**

*According to their collected statistics, the company confirmed that people who saw the out-of-home ads spent more money than those who saw the digital ones in their campaign.*

**CHIEH HUANG**  
Boxed.com

## **Audience**

Adults 21-54

## **Media Mix**

Rail- Interior Cards

## **Market**

New York City

## **Objective**

Boxed.com, a wholesale delivery startup, wanted to utilize New York’s trains to drive app downloads.

## **Rationale**

Out-of-home was used in rail transit to promote downloads of their app and build brand awareness. Providing a promotional code on the ads for consumers also proved to be a great way of digitally tracking where consumers saw them.