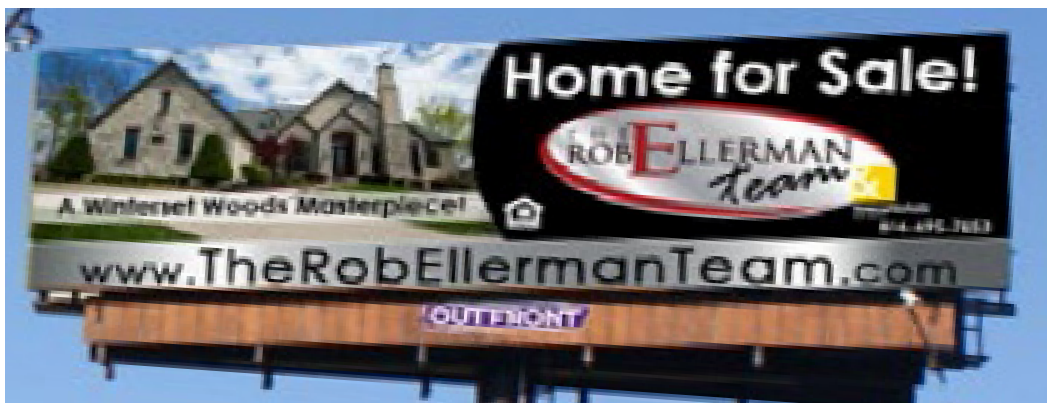


TESTIMONIAL Rob Ellerman Real Estate



The flexibility of digital is a “huge advantage for our business.”

“While it is often hard to measure, we know it drives our web traffic and inbound calls. And, most heartening, we do get folks who say they see us. We have been up for 13 months, and we have renewed for another year. Vinyl is nice, but for what we do digital is a home run!”

Rob Ellerman
President, Rob Ellerman Real Estate

Audience

Adults 18+
Home Buyers

Media Mix

Static Billboards

Market

Missouri

Objective

Using digital, Rob Ellerman Real Estate wanted the flexibility to change its messaging on an ongoing basis as well as “provide strong recognition” for the brand.

Rationale

The flexibility of digital is a “huge advantage for our business.” Rob Ellerman Real Estate is able to “easily change listings, showcase new subdivisions and garner home owner listings by showcasing their home.”