

Case Study Williams Homes

OOH & Mobile

Location-based mobile reinforces an advertiser's OOH message, seamlessly bridging the gap between the physical and virtual world. This amplifies campaign reach and provides additional insights and measurement.

Objective:

Build a tiered campaign designed to identify potential homebuyers through outdoor poster units within a set perimeter of the property with geofencing to mobile devices with content alignment to reinforce engagement and drive initial contact.

Execution Details:

- › Campaign Flight: March 2016 - January 2017
- › Media buy: 15 Posters in the San Fernando Valley
- › Geofence: 5 mile radius around OOH assets

Significant Results:

- › SAR was optimized for, with 6.85% of consumers completing a second action, a 128% lift from the mobile alone benchmark.
- › Rotation of two mobile banners optimized for CTR to a dedicated landing page before entering into website.
- › Attribute Williams Homes huge lift in SAR to the OOH priming effect.



SAR