

# WE SAW A 185% LIFT ABOVE THE MOBILE SAR BENCHMARK

The San Diego International Airport ran a mobile campaign to help increase awareness for the airport's online parking service, and let people know that using the airport's parking is both cheaper and more convenient, than using other parking services around the airport.

## STRATEGY & TACTICS

- Flight Date: 12/26/16 - 3/19/17
- Driving awareness & consideration for the airport's parking service
- Used proximity targeting and placed a 5 mile radius around the OOH asset
- Dynamic landing page included branding, directions to the airport, click to call, and more info.



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

1,812

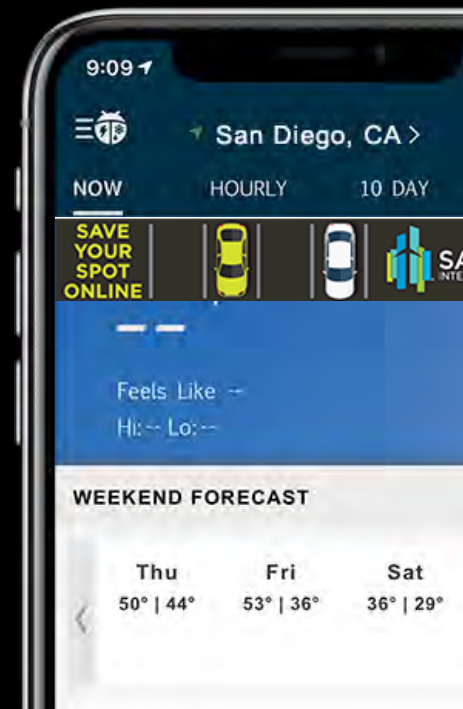
CLICKS

145

SECONDARY ACTIONS

185%

LIFT IN SAR ABOVE THE MOBILE BENCHMARK



OUTFRONT