

# TESTIMONIAL Squarespace



**Successfully targeted and reached tech-savvy creatives and small business owners with a subway campaign.**

*The campaign was a success! Squarespace was able to accomplish a huge growth in their user base at a rate below the target acquisition cost per user. This is considered the most efficient and successful campaign Squarespace has ever run.*

**NIK PAPIĆ**  
Squarespace

## **Audience**

Adults 21-54

## **Media Mix**

Rail- Interior Cards

## **Market**

New York City

## **Objective**

Squarespace, a popular web development platform, wanted to boost user acquisition and brand awareness.

## **Rationale**

Squarespace chose out-of-home because of the ability to have a large reach amongst a captive commuter audience. Low cost per thousand (cpm) was also noted as a key benefit.