

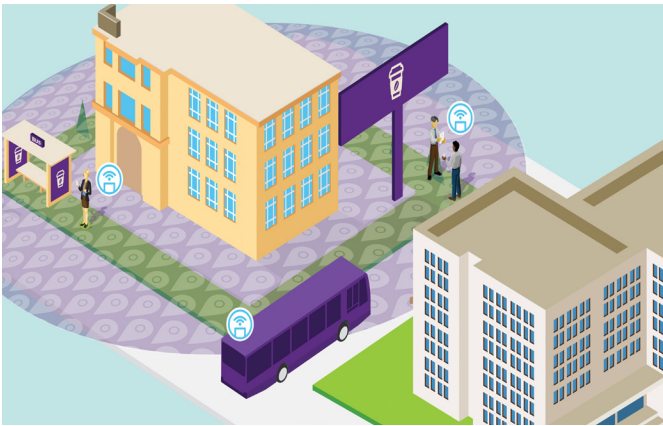
1 OOH IS THE BEST PRIMER FOR MOBILE ENGAGEMENT

OOH AND MOBILE ARE PERFECT PARTNERS. 70% of a consumer's day is spent outside of the home, and 68% of mobile activity is done on the go. (SOURCE: Nielsen)

OOH OUT-PACES ALL OTHER MEDIA in driving consumer's mobile action; with consumers reporting purchases, searching, and brand related social media activity within 30 minutes of exposure to OOH, 22% of the time. (SOURCE: MRI Doublebase)

OOH IS THE BEST PRIMER FOR MOBILE. Consumers are 48% more likely to engage with a mobile ad after seeing that same ad on OOH first (SOURCE: Ocean, Neuro Insight)

2 OUTFRONT MOBILE NETWORK: GEOFENCING



A geofence is a virtual radius placed around real-world geographic areas, that triggers the delivery of mobile banner ads. The trigger is based on the consumer's current lat/long being within the lat/long of the geofenced area.

OUTFRONT Mobile Network is a customized geofence solution, grounded by OOH assets, with location verification enabled.

Reiterate your OOH message with a complementary mobile banner ad, by setting a radius around OUTFRONT's OOH ad placements.

Add additional coverage and engagement around key secondary locations like your business, top competitors' locations, or key targeted neighborhoods.

3 THE EXPERIENCE



The consumer sees an OOH advertisement, while traveling through a pre-defined geofenced area.



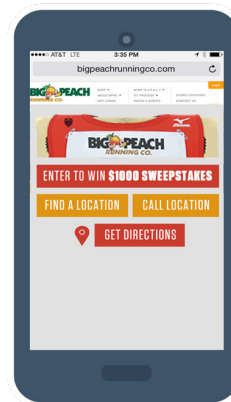
While engaging with an app, within the geofence, the consumer sees a similar ad appear on their phone as a mobile banner ad.



The consumer views a complementing ad that delivers crucial information or added value, such as event details or giveaways.

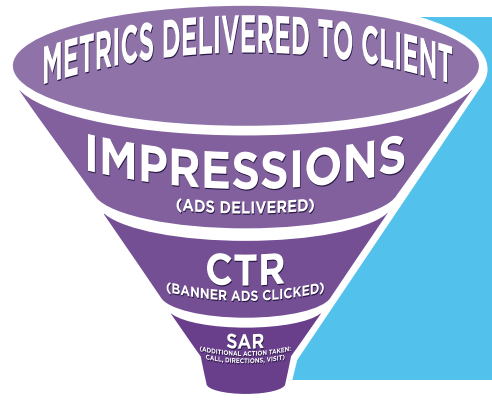


Consumer clicks the banner ad



By clicking on the mobile banner, a consumer is led to a customized landing page, to complete further actions, such as entering the sweepstakes.

4 MOBILE METRICS



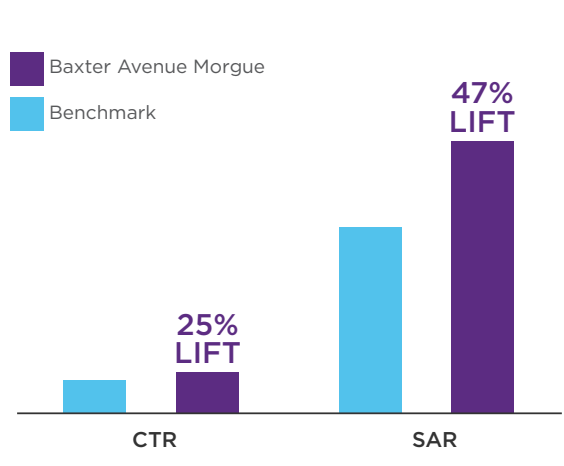
Impression: Banner ad is served to a mobile device, the consumer has an opportunity to view it. Each time an ad is delivered, it is counted as one impression, clicking is **not** taken into account.

Click Through Rate (CTR): The number of users who click on a specific link/banner ad, out of impressions (users who were delivered the ad). Noted as a percentage. Average campaigns deliver .5%.

Secondary Action Rate (SAR): The number of users who take another advertised action (call, directions, search) out of users who clicked. Noted as a percentage. Average campaigns deliver 3%.

5 CASE STUDIES

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. The OUTFRONT Mobile Network is already seeing success, with results exemplifying the power of the OOH priming effect on consumer mobile engagement.



ENTERTAINMENT: BAXTER AVENUE MORGUE

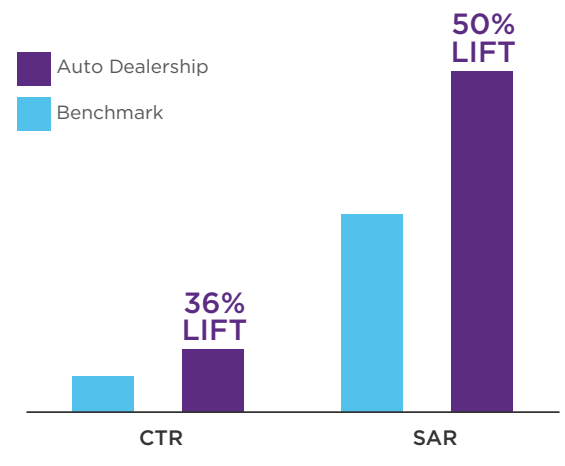
OBJECTIVE: Increase awareness and drive attendance to a local haunted house, Baxter Avenue Morgue, in the month leading up to Halloween.

EXECUTION DETAILS:

- Campaign Flight:** Oct 1- Oct 31, 2015 (4 weeks)
- Media buy:** Posters and Bus Shelters in Louisville
- Geofence:** 1 mile radius around all OOH assets and a local high school during football games on Thursday, Friday and Saturday nights.

SIGNIFICANT RESULTS:

- Both CTR and SAR were above the benchmark
- SAR spiked in the two days before Halloween, demonstrating the impact of contextual relevance.
- Baxter Avenue Morgue secured over 250 direct consumer interactions during the month flight.



AUTOMOTIVE

OBJECTIVE: Increase awareness of a local NJ auto dealership and drive engagement with prospective customers (phone calls, directions and traffic to the website).

EXECUTION DETAILS:

- Campaign Flight:** Sept 18 – Oct 16, 2015 (4 weeks)
- Media buy:** 13 billboards in New Jersey
- Geofence:** 1 mile radius around OOH assets and loyalty dealership locations.

SIGNIFICANT RESULTS:

- Both CTR and SAR were above the benchmark.
- The Auto dealership secured 184 direct consumer engagements (calls, directions, visits to the website).