

WE HELPED META 3X THE VISITATION RATE FOR ITS “META LAB” HOLIDAY POP-UP

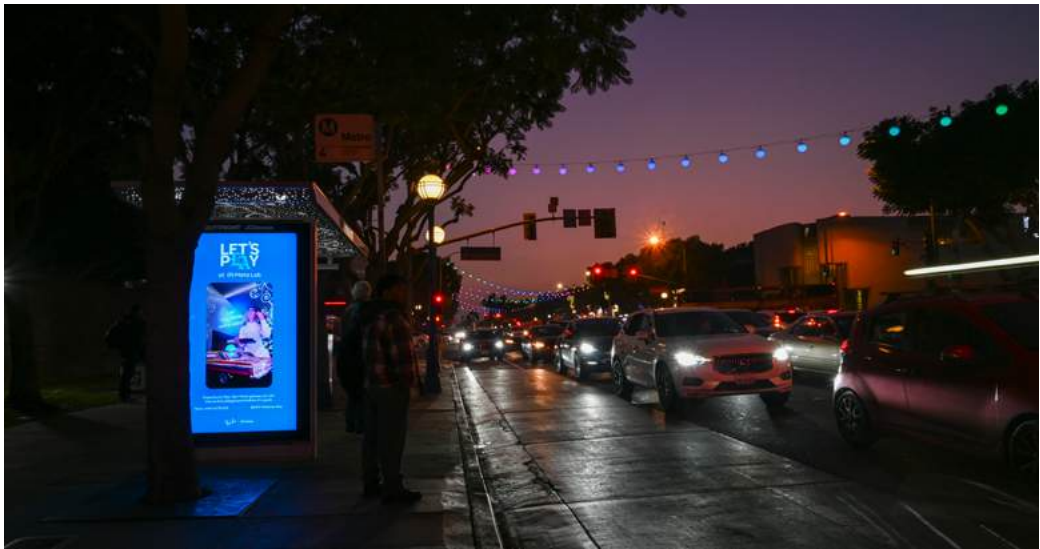
When Meta opened its first experiential retail location, a temporary pop-up in Los Angeles, the social media giant turned to OUTFRONT to ensure its success. To learn how the campaign performed, we turned to Reveal Mobile, one of OUTFRONT’s independent third-party measurement partners.

STRATEGY & EXECUTION

- **Market:** Los Angeles (West Hollywood)
- **Ad formats:** Digital Kiosks, Digital Shelters
- **Campaign duration:** Six weeks (Nov. 11-Dec. 29, 2024)
- **Methodology:** Control vs. exposed

HIGHLIGHTS & RESULTS

- The campaign **delivered 18.7 million impressions.**
- Those exposed to the campaign were **3x more likely to visit** the store*.
- The visitation rate among those exposed was 0.13%, compared to 0.03% for those not exposed.
- Campaign exposure **lifted the visitation rate by +362%*.**



RESULTS

18.7M
IMPRESSIONS

3X
MORE LIKELY TO VISIT*

0.13%
VISITATION RATE

+362%
LIFT IN VISITATION RATE*

*COMPARED TO THOSE NOT EXPOSED

SOURCE: REVEAL MOBILE

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.FDAFDA