

# We Drove Nearly 5K Clicks For Paloma Aguirre Within 1-Week!

Paloma Aguirre, Mayor of Imperial Beach and a leading voice on the Tijuana River sewage crisis, ran for County Supervisor to address key South County issues. To drive awareness and engagement, OUTFRONT Media activated a targeted strategy using proximity-based mobile placements and cross-device retargeting, increasing political visibility and driving traffic to her campaign website throughout the election cycle.

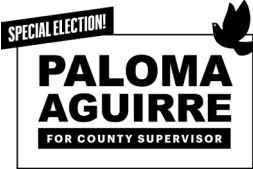
### Strategy & Tactics

- **Viewshed Targeting:** Mobile ads were served across 14 zip codes in South County San Diego, allowing Paloma to strategically reach audiences directly impacted by the real-world issues central to her platform. Key lifestyle segments—including wine drinkers, travel seekers, and beer drinkers—were captured as they entered the geofenced areas and subsequently retargeted across their devices. National City (91950) and Chula Vista (91915) skew Democratic, aligning closely with Paloma Aguirre's party affiliation and South Bay-focused platform. This alignment translated into strong engagement, with 91950 delivering the highest CTR at 0.99%, followed by 91915 at 0.78%.
- **Creative Excellence:** OUTFRONT STUDIOS created one mobile banner ad (large and small) for Paloma that drove audience engagement.
- **Web Linked Banner Ad:** The banner ads featured a political message and directed users to their website.

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.

**OUTFRONT**

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### Mobile & Cross Device Results

**900K+**

Mobile and cross device impressions

**Nearly 5K**

Clicks generated in one week

**0.75% Mobile CTR**

4x higher than benchmark

**0.19% Cross Device CTR**

27% higher than benchmark

