

WE DROVE A 92% INCREASE IN SAR OVER BENCHMARK

Monsour Law ran a mobile campaign in conjunction with an OOH Billboard campaign to promote their legal services & specialties.

STRATEGY & TACTICS

- / 52 Week campaign
- / OOH billboard campaign supplemented by a mobile campaign using multiple gif creatives for their banner ads.
- / Used Proximity Targeting to reach audiences in specific zip codes.
- / Dynamic landing page included branding, Click to Call, Directions, and Direct link to their website.



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

627

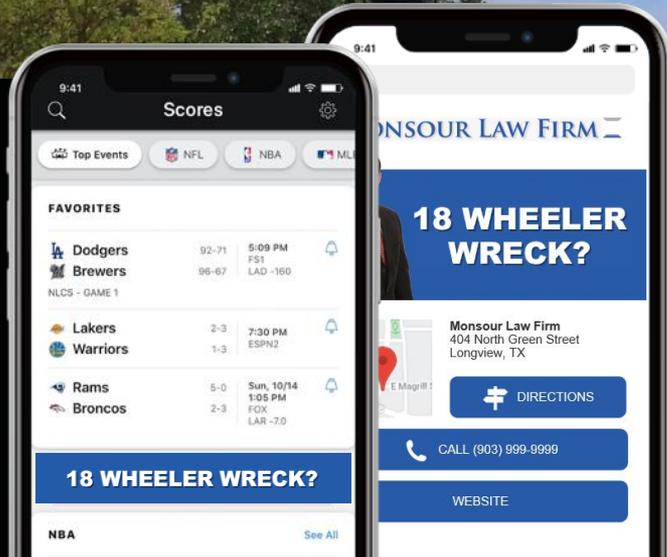
SECONDARY ACTIONS

92%

LIFT ABOVE THE MOBILE SAR BENCHMARK

2,225,268

DELIVERED IMPRESSIONS



OUTFRONT