

WE HELPED FRIDAYS INCREASE WEBSITE VISITATION

When telehealth provider Fridays wanted to create brand awareness, OUTFRONT delivered a high-profile, high-impact out of home campaign that ran for two months. In Dallas, Downtown Wallscapes combined with digital and static bulletins along freeways to deliver 26 million impressions. In Los Angeles, Ultra Super Kings on buses were used in addition to roadside posters and bulletins, delivering a total of 47 million-plus impressions. What was the campaign's impact on website visitation? Our independent third-party measurement partner Reveal Mobile found a triple-digit lift in website visitation.

STRATEGY & EXECUTION

- **Markets:** Dallas, Los Angeles
- **Media Used:** Wallscapes, Bulletins, Posters, Digital Bulletins, Bus Ultra Super Kings
- **Campaign duration:** Eight weeks (March 10 – May 4, 2025)
- **Methodology:** Control vs. exposed

RESULTS

- Those exposed were **107% more likely to visit the website overall.**
 - In Los Angeles, sitewide visitation lifted +121%.
 - In Dallas, sitewide visitation lifted +20%.
- Those exposed were **369% more likely to visit the homepage**
 - In Los Angeles, homepage visitation lifted +384%.
 - In Dallas, homepage visitation lifted +248%.



*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.



RESULTS

+107%
OVERALL LIFT IN WEBSITE VISITATION

+369%
LIFT IN HOMEPAGE VISITATION

+121%
LIFT IN WEB VISITATION, LOS ANGELES

+248%
LIFT IN HOMEPAGE VISITATION, DALLAS