

WE DROVE 24 VISITS DURING THE CAMPAIGN

Interior Define, a high-end custom furniture retailer utilized OOH & Mobile to advertise their new store opening in the Knox-Henderson area of Dallas. Their goal was to increase brand awareness and drive traffic to their new store opening. Tracking analytics with mobile & QR Codes.

STRATEGY & TACTICS

- Driving awareness and traffic to their website & store location using OOH & Mobile.
- Used Proximity Targeting and Behavioral Audience to reach their target audience.
- Creative Excellence:** They used multiple creative to showcase different product lines and track consumer interaction.

INTERIOR
DEFINE

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.

60%

LIFT OVER MOBILE ALONE
CTR BENCHMARK

RESULTS

1,034

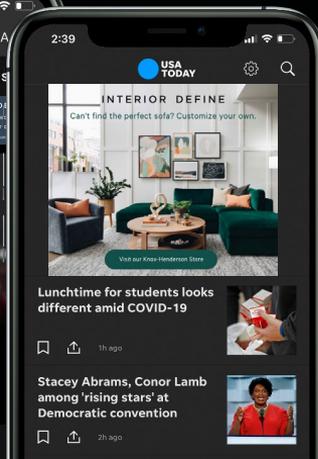
CLICKS

24

LOCATION VISITS

214,837

IMPRESSIONS DELIVERED



OUTFRONT