



WAEPA DELIVERS 167% LIFT IN DC APPLICATIONS

Amid workforce uncertainty, WAEPA ran a multi-market campaign to support federal workers. Only DC, which included IRL media, outperformed—showcasing IRL media’s powerful impact on traffic and conversions.

Strategy

Market: Washington DC

Duration: 04/07/2025-07/06/2025

Media Mix:

- Station Dominations – Navy Yard and L’Enfant Plaza
- Ultra Super Kings
- Digital Liveboards
- Interior Car Cards
- Rail Window Graphics
- Two-Sheet Rail Posters

Measurement Partner:
Data provided by the client



2,433 New Applicants

167% Increase YOY DC-based Applications

18% Increase YOY Engaged Website Visits

37% Increase YOY Organic Website Traffic