

# WE HELPED KIN INSURANCE DRIVE A +67% LIFT IN WEBSITE TRAFFIC

Kin, a homeowners insurance provider, launched a multi-format IRL media campaign powered by OUTFRONT's audience-based Digital Ad Server (DDA) and reinforced by targeted mobile exposure. The campaign generated a +67% lift in website traffic, which is nearly triple the insurance industry benchmark. The strategy was built around a multi-touchpoint consumer journey: high-impact IRL placements captured attention at scale, while mobile reinforcement kept Kin top-of-mind between exposures. To measure impact, OUTFRONT partnered with Accretive, an independent third-party measurement and attribution provider.

## STRATEGY & EXECUTION

- **Markets:** San Francisco & Los Angeles
- **Approach:** Targeted, multi-format IRL media with DDA + mobile retargeting.
- **Audience Targeting:** Units that index high for homeowners
- **Delivery:** Drive-time dayparting to reach homeowners to and from work
- **Ad Formats:** Digital Bulletins, Digital Shelters, BART Train Stations & Mobile
- **Campaign Duration:** 12/26/25 - 2/8/26
- **Performance:** Measured using a test vs. control methodology with a 30-day lookback window

## HIGHLIGHTS & RESULTS

- IRL media drove a **+67% lift in website traffic**
- Billboards served as the anchor format, **delivering the highest lift at +86%**
- **Los Angeles delivered the highest lift** at +81%
- Mobile retargeting generated **7,915 additional website visits across 2.14M impressions and delivering a +30% lift**
- In total, impact reached **11,408 modeled website visitors**

SOURCE: ACCRETIVE

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.

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kin.

## RESULTS

**+67%**

WEBSITE LIFT

**+86%**

BILLBOARD LIFT

**+7,915**

INCREMENTAL VISITS FROM MOBILE

**~16 DAYS**

AVG. TIME TO CONVERSION

