

We Drove 248,164 Total Mobile Impressions For Dc Board Of Elections

The DC Board of Elections used IRL and mobile advertising in their media mix to generate awareness of an upcoming election date and promote voter registration amongst commuters.

Strategy & Tactics

- **Strategically Placed:** Rail and bus media were placed in high traffic locations to reach mass amounts of commuters and present the necessary information to drive voter action.
- **Dynamic Landing Page:** Included directions, click to call, and a direct link to their website for more information.
- **Proximity Targeting:** A location-specific targeting tactic was used to reinforce the IRL media message and retarget the consumers again once they reached their destinations.



Campaign Results

7.9%

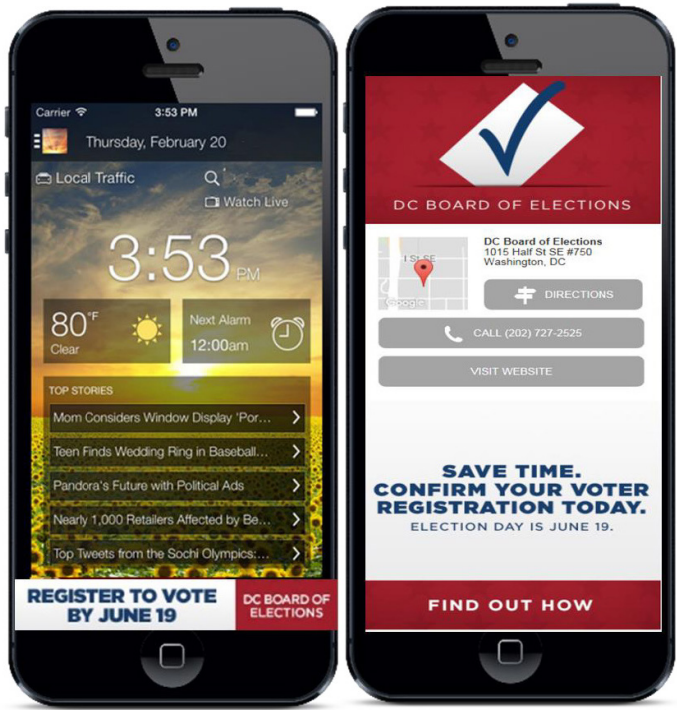
of consumers completed a second action

248,164

Total Impressions

163%

lift from SAR benchmark



Source: DC Board of Elections

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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