

We Drove a 407% Lift Above Mobile Benchmark

The Dallas County Democratic Party utilized OUTFRONT's Digital Direct Ad Server & Mobile offerings preceding the November elections to drive awareness to their party's issues, drive traffic to their website and ultimately convince voters to vote Democratic on the election ballot.

Strategy & Execution

- Impression-based buying. Maximized their budget by using DDA to only serve impressions to their target audience across Dallas/ Ft. Worth.
- Used Proximity Targeting by Zip Code and Audience Targeting to reach Democrat Voters, Gen Z, and Millennials.
- To further increase their results, they utilized viewshed retargeting of their OOH units.



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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RESULTS

16,941
CLICKS

1.52%
CLICK THRU RATE

1,114,017
DELIVERED IMPRESSIONS

