

WE DROVE OVER 2.4M MOBILE IMPRESSIONS FOR CAR PROS HONDA EL MONTE

Car Pros Honda El Monte, the automotive home of drivers in the El Monte, Covina, and Baldwin Park areas of Los Angeles, utilize digital OOH and mobile for constant awareness and promotion of their new and used vehicles.

STRATEGY & TACTICS

- **Strategically Placed:** Car Pros Honda El Monte utilized two high impact freeway digital bulletins nearby for mass reach and awareness. Digital OOH allowed for them to frequently change out their creative messaging to spotlight different promotions.
- **Zip Code Proximity Targeting** was utilized to saturate the surrounding neighborhoods and fill in the gaps with their messaging as well as reinforce the priming effect.
- **Creative Excellence:** Multiple creatives and banner sizes were used to highlight their latest promotions constantly keep the messaging fresh.
- **Web Linked Banner Ad:** Lead to website with more details on their newest inventory and latest promotions.



DISCLAIMER: OF COURSE, THE RESULTS 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..



RESULTS

2,494,505

MOBILE IMPRESSIONS

8.586

CLICKS

0.34%

CTR

14%

LIFT OVER THE MOBILE ALONE CTR BENCHMARK

