



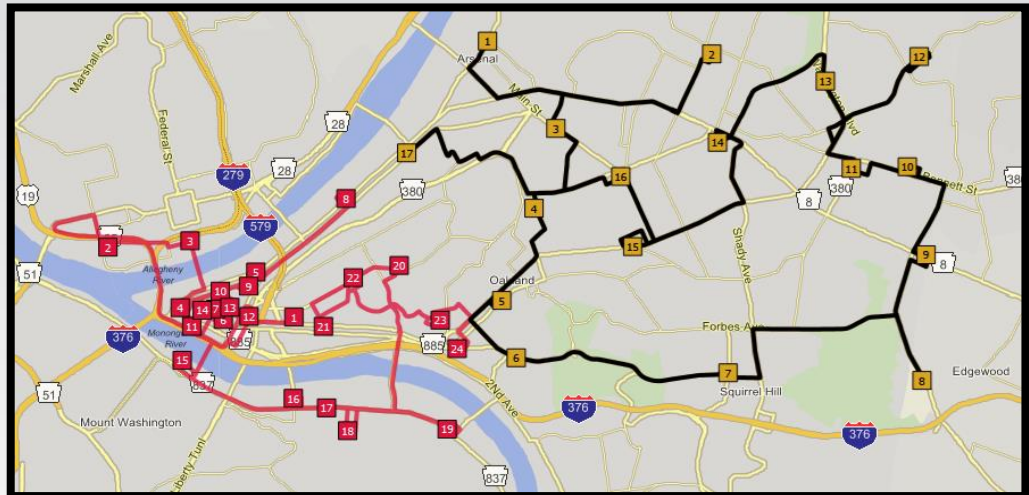
## mobile billboard POP



- ▶ Campaign: 2017 Mobile Billboard
- ▶ Market: Pittsburgh, PA
- ▶ Dates: Oct. 11<sup>th</sup> – Nov. 26<sup>th</sup>
- ▶ 1 Mobile Billboard **Pittsburgh Post-Gazette**

### Target Area:

High traffic areas &  
client specified  
target locations.



View and Download All the Campaign Photos at:

<https://doitoutdoors.smugmug.com/2017/Post-Gazette-Pittsburgh-PA/n-zfh4Lp/>



*Target sports enthusiasts, local team fans and game day attendees in Pittsburgh to promote new app*



## GEOFENCING RESULTS:

TOTAL GEOFENCED AD IMPRESSIONS:

**700,040**

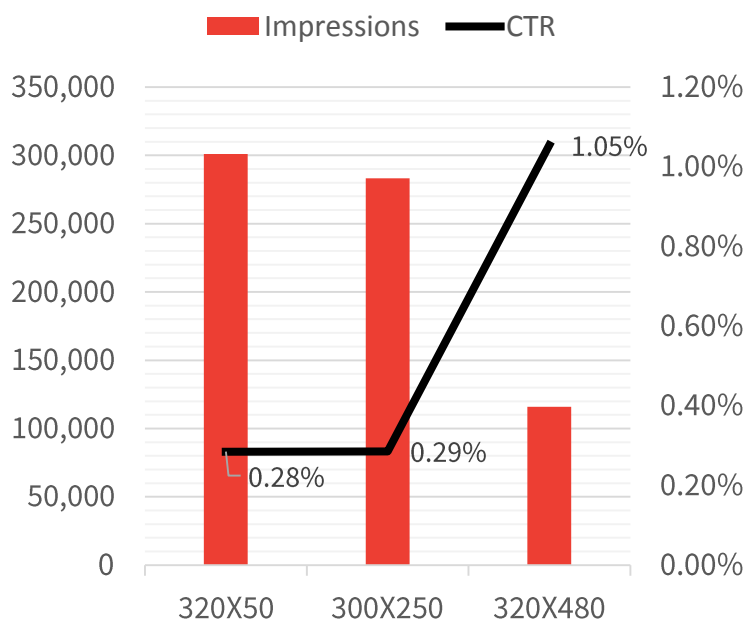
TOTAL GEOFENCED AD CLICKS:

**2,888**

CLICK THRU RATE:

**0.54%**

## Impressions and CTR by Ad Size



To promote the new PG NewsSlide app, we dominated Pitt Panthers, Penguins and Steelers games with a larger-than-life mobile billboard. A mile around each of the stadiums was also digitally geofenced on game days to grab the attention of attendees, tailgaters and those at nearby sports bars in a second channel: on their mobile devices. We retargeted the game day impressions to increase message frequency. In addition, we also targeted the animated GIF mobile display ads to sports enthusiasts in the Pittsburgh market. The two audience segments had very similar click-through performances.

While inventory was the lowest, the interstitial performed very well with a 1.05% CTR.

Overall, the campaign over-delivered almost 7,000 impressions and achieved a strong **0.54% click through rate**.