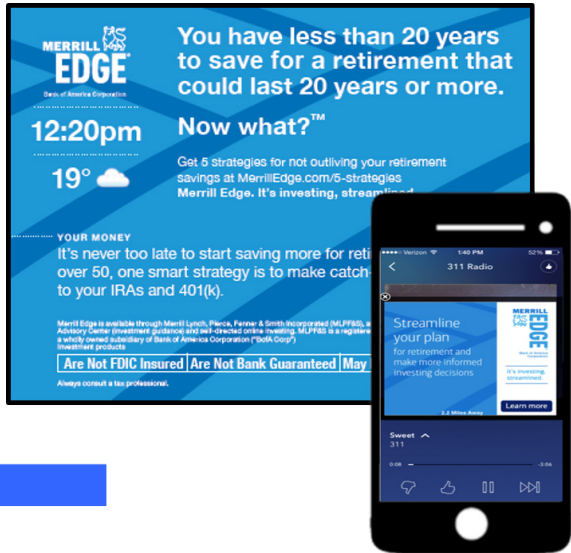


# Industry Case Study

Merrill Edge DOOH Partner, Captivate



## Campaign Objective:

Expose professionals to full-screen integration of brand colors and message.

## Proposed Solution:

Sync with multiple custom content executions relevant to the target audience. Mobile campaign extension will re-expose professionals to the Merrill Edge ad message through dynamic geo-fencing around Captivate buildings. Users will be driven to the official Merrill Edge website for immediate engagement. Mobile campaign will feature 300x250 and 320x50 banners.

## Results:

Users were driven to the official Merrill Edge website for immediate engagement.

- 1 0.97% CTR (94% higher than mobile industry standard)
- 50,000+ ad clicks
- 62% ad recall
- 160% lift in 'Top of mind brand awareness' pre vs. post campaign

# CAPTIVATE

**DPAA** Digital Out-of-Home Everything

