

Industry Case Study

Type 2 Diabetes Drug **DOOH Partner, Health Media Network**

The Power of Priming With OOH:

OOH paired with mobile advertising boosts mobile ad engagement. Pairing branded ad, 50% boost in mobile engagement over un-branded.

Campaign Objective:

Generate awareness and drive qualified traffic to the product's website.

Proposed Solution:

Utilize geofencing to server ads targeting patients seeking treatment at select endocrinologists' offices where TV ad is also playing in the waiting room. TV ad is un-branded for first phase, then switched to branded. Mobile devices detected at these locations were retargeted outside the office.

Results:

Mobile ad engagement **3X** industry average during weeks of **un-branded** TV ad campaign. Paired with mobile:

- Mobile impressions: 62KMobile
- CTR: 0.90% (3X industry average)

Mobile ad engagement **4.5X** industry average during weeks of **branded** TV ad campaign. Paired with mobile:

- Mobile impressions: 61KMobile
- CTR: 1.36% (4.5X industry average)

