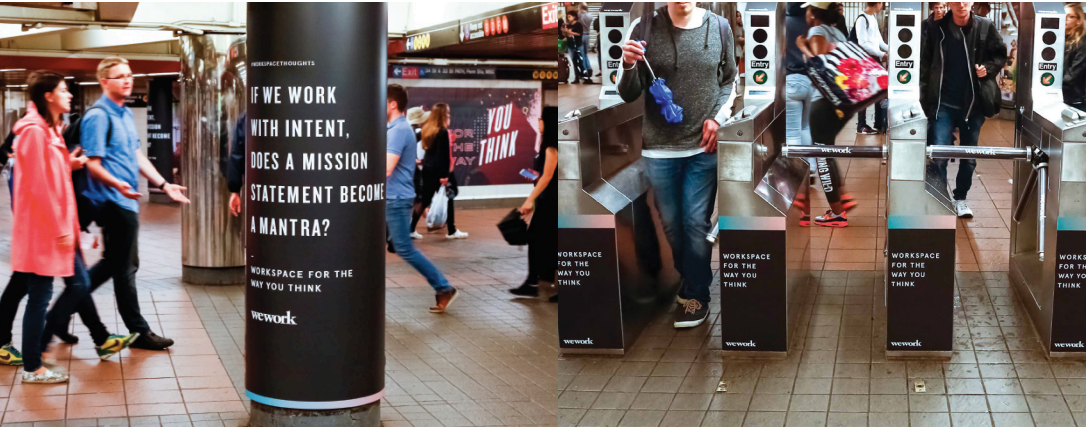


Industry Case Study

WeWork

Partner, **OUTFRONT** Media

wework
OUTFRONT
media



85%
Estimated
Lift in SAR

32,652
Estimated
Total Tracked
Visits



DPAA⁷
Digital Out-of-Home Everything

Campaign Objective:

Target small businesses, with OOH & mobile advertising, to drive incremental traffic into WeWork owned spaces throughout New York City.

Proposed Solution:

- Flight Date: 8/7/17 - 9/17/17
- Branding and promotions on targeted OOH media in one of NYC's busiest subway stations, Penn Station
- Proximity Targeting: Geofenced the OOH campaign and 18 WeWork locations in Manhattan.
- Dynamic Landing Page included branding, directions to WeWork locations, and click to call

Key Takeaways:

- When SAR was optimized for, WeWork saw a 85% lift above the mobile alone benchmark
- During the campaign, there were an estimated 32,652 tracked visits across the blueprinted WeWork locations.
- **85%** Estimated Lift in SAR above the mobile benchmark
- **32,652** Estimated total tracked visits