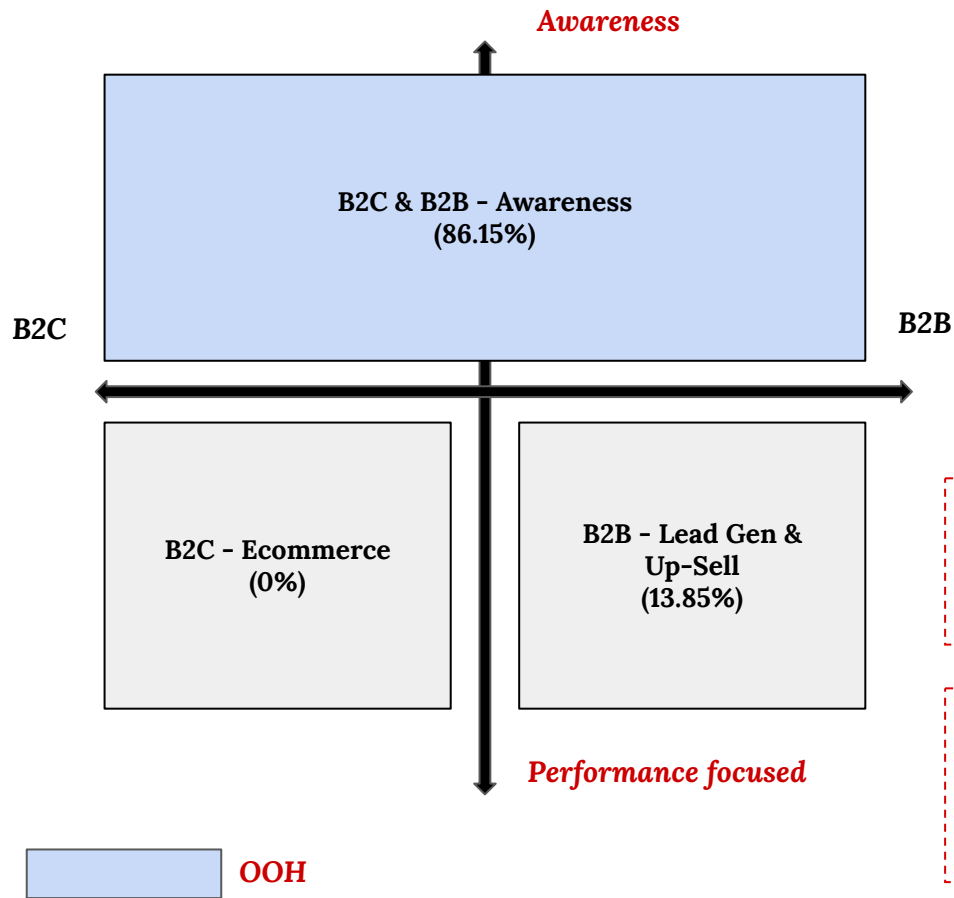




Out of Home (OOH) Case Study

## Client OOH Opportunity.



**Summary-** We were tasked with launching a new product for Geneo via a multi-staged, omni-channel initiative. Starting with the teaser phase, we launched an OOH billboard teaser coupled with micro-influencers teasing components of the campaign/product via social channels. The interest was built up to the formal announcement was fully rolled out to all providers. **OOH, although labeled expansion was where the majority of budget was allocated to reach our aggressive growth targets.**

## B2C & B2B - Awareness

Core: FB/IG B2C Awareness  
Expansion: Out of Home (OOH)

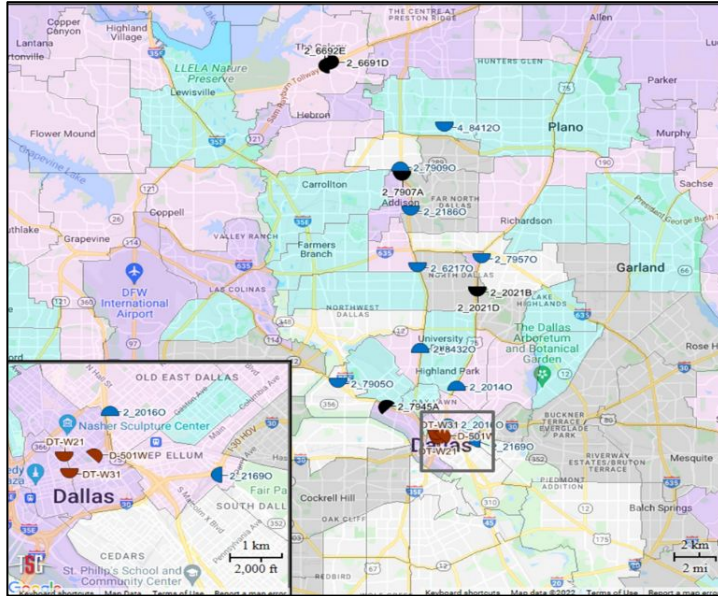
## B2B - Lead Gen & Up-Sell

Core:

- FB/IG Lead Gen (Prospective Customers)
- FB/IG Up-Sell (Existing Customers)

# How We Executed: Through A Highly Targeted OOH Advertising Strategy.

## Illustrative Dallas example



### Legend: Based on high household income (HHI)

- Quintile 5: 46 - lowest distribution
- Quintile 4: 72
- Quintile 3: 97
- Quintile 2: 127
- Quintile 1: 157 - highest distribution

## Approach

We perform a **heat mapping analysis** to understand where our advertisements would have the highest propensity of indexing with our target audience. We worked with providers to layer interests on top of our high household income focus to ensure we are getting placements in front of the right audience, as illustrated in the left pane of this slide.

We will also perform a **cost benefit analysis (CBA)** based on placements available within our desired region to ensure we are maximizing our investment.

Coupled with OOH buys we have the ability to **geo-fence zip codes** and target consumer behavior to serve mobile impressions to our target audience which enables us to hyper focus on the key market areas further.

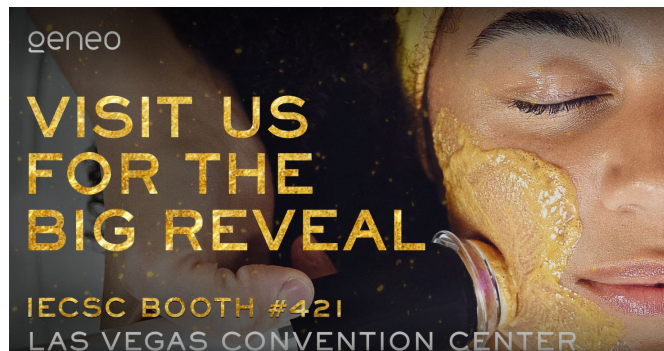
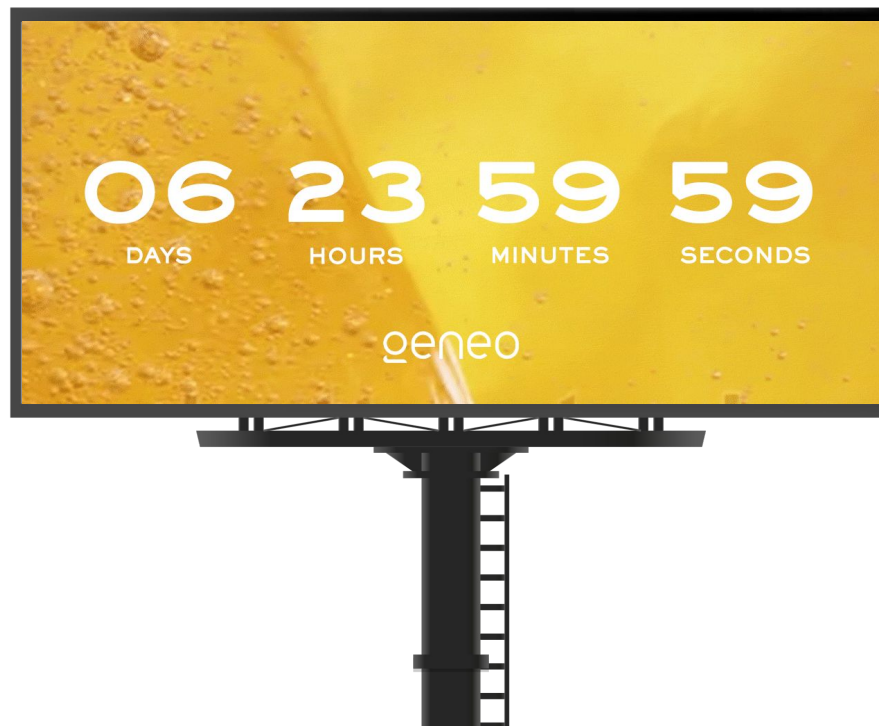
## Results Achieved.

Markacy supported a fully integrated product launch governing every facet of the marketing funnel to maximize sales/MQL flow. **OOH was a key proponent** to this launch to ensure we increased foot traffic to existing med spas as well as generate revenue from the new product in our key markets.

The brand saw a significant increase in deal flow during the flight of the campaign.

### Product Launch - Overview:

- 147% increase in monthly MQL volume as a result of the new product launch; our strongest monthly performance
- 38% reduction in cost per MQL
- Session volume in key markets increased considerably (225-385%) pointing to significant brand lift



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