

Validate your OOH campaign's effectiveness.

The goal.

A large OOH Ad Agency ran a digital OOH ad campaign designed to drive more awareness and usage of a popular digital mobile payment service, specifically through banking apps, and demonstrate how easy the process is in getting money straight into your bank account.

The ad agency needed proof of the ad campaign's effectiveness and to understand how/where exposure drove visitation and to what degree.

Our approach.

To measure the impact of ads on consumers, we used our "Out-Of-Home" location technology solution to collect opinions within hours of a validated visit to an out of home ad location.

We also collect opinions from an unexposed control group, to measure the exposure-driven lift. The venue types included in this analysis are wallscapes, static and digital bulletins, street furniture, bus shelters, bus wraps, etc.

Specifically, the research will inform:

- + Lifts on brand and advertising awareness.
- + Campaign recall.
- + Main message takeaway.
- + Campaign impact on consideration and advocacy.

The results.

Behavior Finding:

Behavioral data reveals that visitation through the app, for the leading bank, BoA, increased w/14 days post survey engagement.

So what?

Behavior findings validates the effectiveness of the ad agency's campaign in driving visitation to a leading bank (Bank of America) partnered with the digital payment service (Zelle). Adding behavioral analysis (Survey+) to this research provided proof of the ad agency's successful campaign beyond stated opinions.

Now what?

The ad agency now has great ammunition to take to brands it partners with (or potential clients) to prove the effectiveness of their OOH digital campaigns. In short, the ad agency can say, "look at this, we designed a digital ad campaign geared towards driving visitation and saw a +73% lift in validated visitation after exposure to the campaign. Aka, we're really good at making ad campaigns so partner with us if you need OOH advertising. Or, they can take this research to the brand and say, "the ad campaign we made for you is really successful, commission us for another one!"



About MFour.

Better outcomes on MFour Studio: the first platform to behave like your consumer. Using the nation's most downloaded, highest-rated, and only Apple-approved data collection and survey app, MFour has finally united market research and data science.

MFour Studio is the only place for real-time app, web, and foot traffic united with validated consumer surveys for unprecedented insights to help you capture the modern consumer's attention.