

BrandMuscle Drives and Tracks Foot Traffic for Major Telecom Carrier Through Out-of-Home Advertising

Challenge

The telecom company was seeking a new way to drive in-store traffic with promotional messaging through the use of traditional media. However, the client wanted to be able to accurately measure the success and ROI of the campaign, which can be difficult or impossible with a traditional media tactic.

Solution

BrandMuscle suggested the use of digital billboards. Through identifying the consumer and analyzing results, BrandMuscle was able to provide valuable metrics to the client on consumers exposed vs. consumers unexposed to prove campaign influence on location visits and to measure the impact of marketing dollars at the local level.

Results

29% LIFT
in location visits

**73% OF THE
CONVERTED AUDIENCE**
was a subscriber to a
competing carrier

