



ENHANCE THE POWER OF YOUR OOH CAMPAIGNS THROUGH MOBILE AMPLIFICATION AND INSIGHTS

## LINK: WHAT IS IT?

LINK is a targeted Mobile/OOH Integration solution to capture consumers that pass by PATTISON OOH locations for future Mobile messaging and insight



Identify consumers exposed to PATTISON OOH through Mobile GPS tracking



Re-Link with consumers on their Mobile device with programmatic Mobile advertising



Re-engage consumer throughout the campaign on their Mobile device



Provide actionable insight and data for both the Offline and Online landscape

## WHY PAIR MOBILE WITH OOH?

1

Holistic multichannel approaches provide the best campaign results

2

Each medium supports and amplifies the other

3

your OOH campaigns provides actionable insights

Integrating Mobile into OOH campaigns provides a connectable touchpoint for consumers to engage with your brand

OOH is the best medium at stimulating engagement with brands on mobile devices

+38% uplift in smartphone brand actions when users exposed to OOH vs unexposed\*

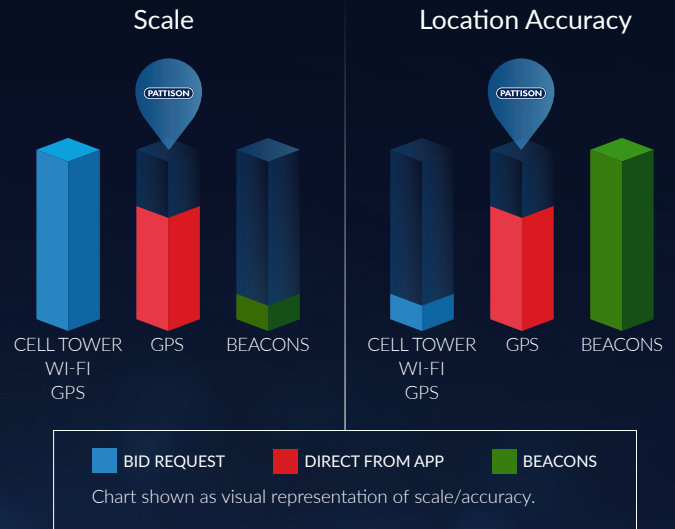
\* 38% uplift based on top 20 campaigns tracked. 17% uplift noted for all 35 campaigns tracked (Outsmart, The OutPerform Study, April 2016).

## UNDER THE HOOD

Partnering with leaders in the Canadian Mobile space, we provide a fully Canadian end-to-end OOH/Mobile Integration solution that is transparent and trustworthy



LINK provides the best method to balance scale and accuracy vs others who fail to balance both fundamental needs



## REPORTING

Combining data and insight for the Offline and Online world is more important than ever. Post campaign, we can provide actionable insights on both levels to provide a holistic view of your campaign including:

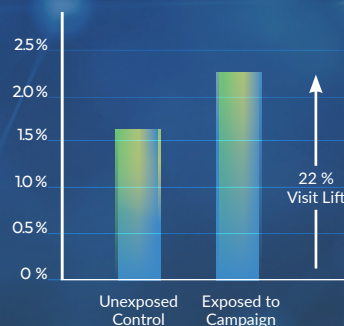
Online campaign metrics specific to your objectives

Offline Foot Traffic Attribution (FTA) to desired locations

Robust consumers insights

Leverage learnings and data points for future LINK and/or own campaigns

### Offline Foot Traffic Lift analysis



**98%** of retail sales happen at physical locations\*



**48%** of Canadians compare products online, but go to a store to make a purchase\*\*

**PATTISON**

**ONESTOP**

**IMA**  
OUTDOOR

\*<http://www.statcan.gc.ca/daily-quotidien/170222/cg-a002-eng.htm>  
\*\*<https://cira.ca/sites/default/files/public/Ecommerce-Factbook-March-2016.pdf>