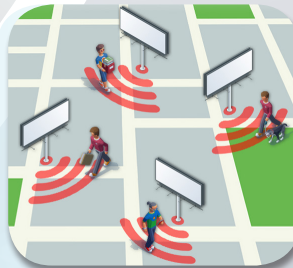


LINK

Enhance the power of your **OOH Campaigns**
through Mobile amplification and insights

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).

MO016063 SEP18

PATTISON

ONESTOP

IMA
OUTDOOR

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

PATTISON

ONESTOP



Canada's Largest OOH & Digital Networks

X



Experts in Canadian Mobile Data Advertising

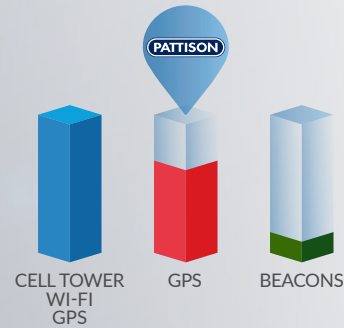
X



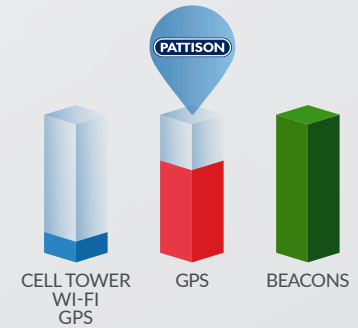
Best-in-Class Canadian Location Data

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

SCALE



LOCATION ACCURACY



■ BID REQUEST ■ DIRECT FROM APP ■ BEACONS
Chart shown as visual representation of scale/accuracy.

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:

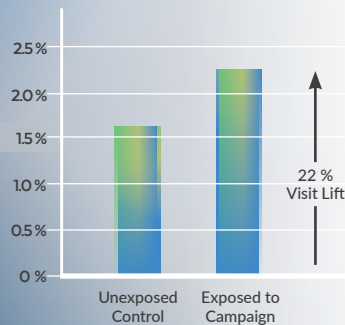
Online campaign metrics specific to your objectives

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**

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