



ENHANCE THE POWER OF YOUR OOH CAMPAIGNS

THROUGH MOBILE AMPLIFICATION AND INSIGHTS

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

Deliver a holistic multichannel approach to **OOH** campaigns with a complimentary **Mobile integration strategy**. Provide additional touchpoints for consumers to engage with your brand while combining data and insights for the Offline and Online worlds.

Through **LINK's Mobile integration**, Senokot Ginger was able to identify 1st-party Online and Offline campaign insights.

Senokot®



CAMPAIGN INSIGHTS

- AUDIENCE EXTENSION IMPRESSIONS: **1,067,788**
- UNIQUE CAPTURED USERS ON MOBILE: **476,665**
- MOBILE CLICKS: **13,594**
- CRT: **1.27%**

FOOT TRAFFIC ATTRIBUTION INSIGHTS

- TOTAL UNIQUE VISITS (to locations where product is sold): **60,492**
- VISITATION LIFT: **25.44%**
- USER VISIT CONVERSION RATE: **12.52%**
- MOST VISITED DAY: **Saturday**
- BUSIEST HOUR: **4:00PM**