



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

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

LINK is a targeted Mobile/OOH integration solution to capture consumers that pass by PATTISON Out-Of-Home and Digital Out-Of-Home locations for **future mobile messaging and insights**.

Through **LINK's Mobile integration**, Audi was able to identify 1st-party Online and Offline insights and key campaign metrics within three Canadian markets.*



INSIGHTS

- AUDIENCE IMPRESSIONS: **4,751,496**
- UNIQUE CAPTURED DEVICES: **1,219,720**
- CLICKS: **12,216**
- CTR: **0.26%**

FOOT TRAFFIC ATTRIBUTION INSIGHTS

- UNIQUE VISITORS: **9,000**
- MOST VISITED DAY: **Friday**
- BUSIEST HOUR: **4:00PM**
- DWELL TIME: **36% of visitors spent 30 minutes or more in Audi dealerships**
- 13% of visitors spent over an hour**

Contact your rep today to learn more

*Vancouver, Toronto, Montreal

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PATTISON

ONESTOP

IMA
OUTDOOR