

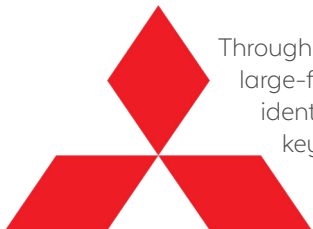


ENHANCE THE POWER OF YOUR OOH CAMPAIGNS

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 uses **industry-leading geolocation data** to retarget consumers that pass by PATTISON OOH locations. Using a fully Canadian end-to-end mobile partnership, LINK provides a transparent and trustworthy integration solution.



MITSUBISHI

Through **LINK's Mobile Integration**, Mitsubishi leveraged large-format digital to amplify its campaign and identify 1st-party Online and Offline insights and key campaign metrics



CAMPAIGN DELIVERY

- AUDIENCE EXTENSION IMPRESSIONS: **3,600,000**
- MOBILE CLICKS: **11,420**
- CRT: **0.32%**

FOOT TRAFFIC ATTRIBUTION INSIGHTS

- TOTAL UNIQUE VISITORS (TO CLIENT DEALERSHIPS): **2,315**
- VISIT CONVERSION RATE (BY MARKET): **0.59%-0.7%**
- COST PER UNIQUE DEALER VISIT: **\$206.00**
- MOST VISITED DAY: **TUESDAY**
- BUSIEST HOUR: **NOON & 3PM**
- DWELL TIME: **21% OF AD EXPOSED VISITORS SPENT 30 MINUTES OR MORE IN DEALERSHIPS**

PATTISON

ONESTOP

