



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

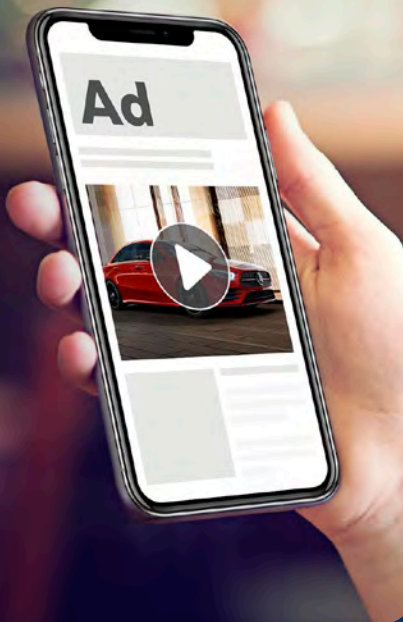
WHAT IS IT?

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

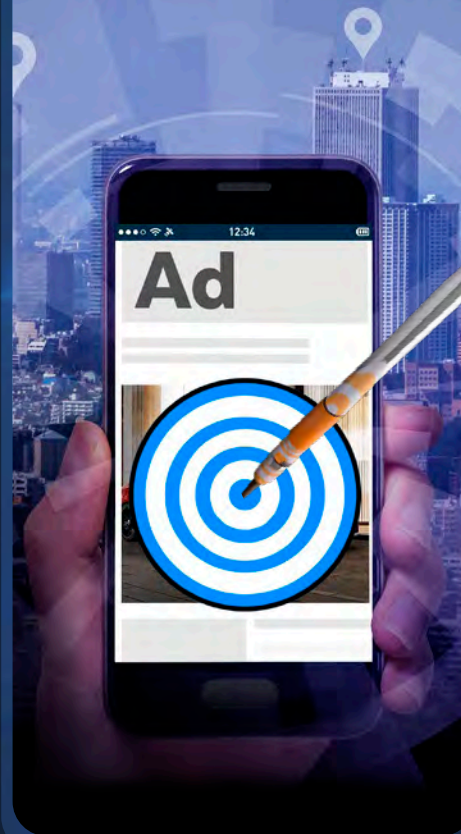
Identify consumers exposed to PATTISON OOH through Mobile GPS tracking



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



Re-engage consumer throughout the campaign on their Mobile device

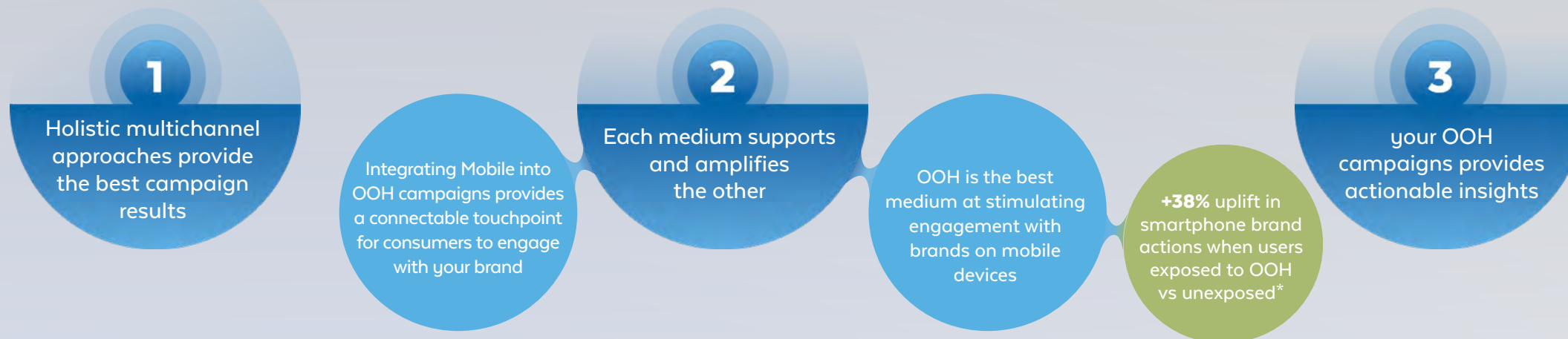


Provide actionable insight and data for both the Offline and Online landscape





WHY PAIR MOBILE WITH OOH?



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

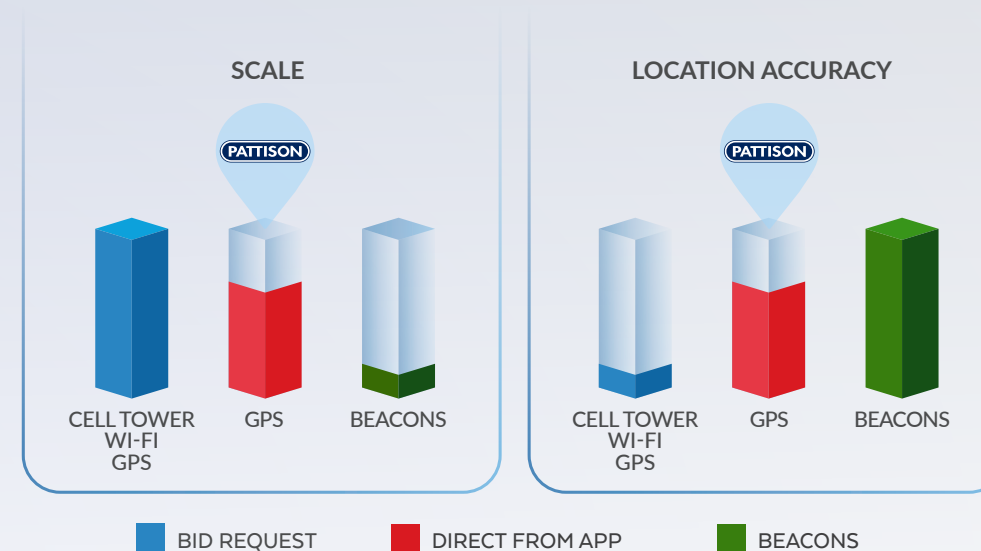


Chart shown as visual representation of scale/accuracy.



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:

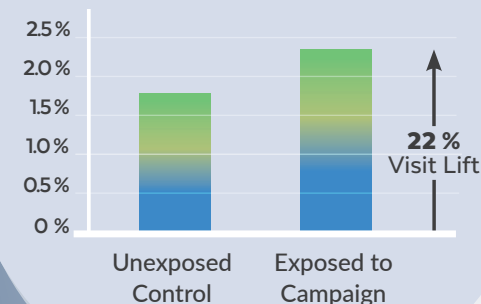
Online campaign metrics specific to your objectives

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**

SUCCESS STORIES

LINK has worked with top brands to deliver amplified campaign solutions and provide advanced analytics. Discover case studies that provide comprehensive metrics and insights and learn how LINK can amplify your brand.

