

1 User is moving outside of the beacon region, not using her mobile device.



2 User enters predefined beacon region and notification appears on mobile device. User taps notification to launch the corresponding app.

3 User is greeted with personalized message and relevant content.



# dynamic OOH with beacon-enabled media

## Location-Based, Relevant Messaging

Talk about personalized, hyper-local, relevant marketing! Beacon-enabled out-of-home media formats deliver a personalized experience in a dynamic new way. Enable beacons on a mobile billboard, a brand ambassador team or an experiential activation, and ping consumers with campaign-specific, hyper-targeted and very relevant content during times they're highly alert.

Interactive brand-to-consumer content may include:

- coupon
- special offer/promotion
- contest/giveaway news
- video/movie trailer
- free music download
- tickets/passes
- link to a key landing page
- event details
- location/map/directions
- *many more!*

Beacons can send push notifications within a 50-meter radius of the media formats and provide measurable data that will make every CMO happy. And we're the only ones who have a mobile OOH beacon network!

**Forward-thinking. Innovative. Digitally-anchored.**



"It's going to be an exciting time for marketers as they look for ways to bridge their customers' online and offline worlds to create truly exciting and engaging customer experiences."

**// Puneet Mehta, MobileROI**

### did you know...?

- When OOH is paired with a smartphone campaign, the reach is **amplified by up to 316%**
- In-app ads **boost physical store visits by 80%** during the first day of viewing
- In-app ads perform best when viewed two to five miles for a retailer, five to 10 miles for a QSR and zero to two miles from a store for consumer packaged goods
- 54% of consumers use a mobile device to shop for products before arriving at purchase decision
- OOH reaches 43% of consumers in the same hour before a mobile shopping activity
- OOH reaches consumers in the same half-hour as 23% of online mobile activity, higher than any other traditional medium

Sources: NinthDecimal, USA Touchpoints, OAAA

## In-App Delivery Options for Proximity Engagement

1. Use your brand's own mobile app to deliver relevant, location-based content or special offers to your loyal consumers or extend the reach of your current in-store beacon network
2. Use a third party mobile app(s) through our partnerships to reach more consumers by delivering personalized content that raises awareness of your brand and drives sales

here's a sampling of our third party app partners:



doitoutdoors.com | diousa.com