

INTERSTATE

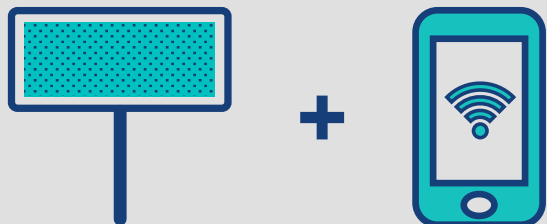
MOBILE



> MOBILE AND OUT-OF-HOME

Cross-Channel Media

In the age of complex, individualized customer journeys, **media buying success hinges on omni-channel exposure.** With Interstate's mobile platform, advertisers can augment an OOH campaign with location-based marketing that effectively amplifies brand messages to create a deeper level of engagement with active consumers.



Source: Outdoor Advertising Association of America (OAAA), Nielsen

When people see OOH ads and eventually interact with advertisers online, nearly a quarter of these interactions take place within 30 minutes of viewing the OOH placement.

QUICK FACTS

70% of a person's life is spent outside of the home

68% of mobile activity occurs on-the-go

96% of the day, one's mobile device is within arm's reach

43% of mobile shoppers see an OOH ad the hour prior to making a purchase

> GEO-FENCING

Integrating Mobile Advertising With Location-Based Services

Geo-fencing is a virtual barrier created around a defined, real-life geographic area, which triggers the deployment of mobile ads. Mobile ads are delivered to smartphone users when they enter a lat/long within the defined geo-fence. A geo-fence can be as broad as a state, or as hyper-local as a city block, and the smaller the geo-fence, the more granular the targeting.



Source: Arbitron

Reinforce Out-of-Home messaging with mobile ads by setting a geo-fence around Interstate's static, digital, or transit media. To maximize impact and engagement, add a geo-fence around your business locations, top competitors' locations, or key targeted neighborhoods.

7 out of 10 people say they have seen an OOH ad in the past month. Among those who have seen an OOH ad:

- 41% are more likely to learn about the brand being advertised
- 70% say OOH is very, or somewhat likely, to influence a purchase
- 58% search the web as a direct result of seeing an OOH ad
- 55% use mobile/social media to share info while viewing an OOH ad
- 35% buy a product after seeing an OOH ad

> TARGETING

Putting Location Accuracy to Work

Interstate's mobile **targeting technologies** allow advertisers to identify, target, engage and convert key audiences as they conduct their mobile-driven lives.

Proximity Targeting

The ability to identify mobile users within close proximity of a specific location. Reach and engage consumers when they are **nearby** or at surrounding businesses, to influence behaviors and decisions in those key windows of opportunity. Support current customers and conquest new user groups, affecting future behaviors.



Behavioral Targeting

Reaching your most likely consumers instead of a broad audience. Focusing on specific behavioral **patterns** commonly seen in your customer base improves response rate. The increased relevancy enhances ad performance on an ongoing basis.



Re-Targeting

Sending ad messages to past viewers, “clickers” and those who have searched for your product or brand. Leverage CRM* and location data to reach and **re-engage** current and prospective consumers based on where they have been and/or where they have purchased.



*Customer Relationship Management

> HOW IT WORKS

A Multi-Screen Eco System

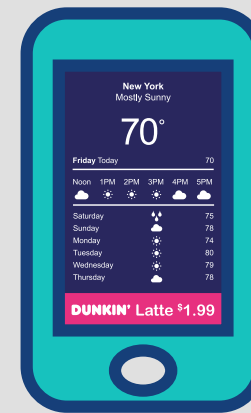
Step 1

An individual sees an OOH ad within a geo-fenced area.



Step 2

While using an app within the geo-fence, the individual's smartphone displays a mobile ad similar to the OOH display.



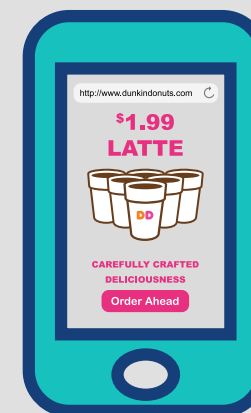
Step 3

The individual views and subsequently clicks on the mobile ad.



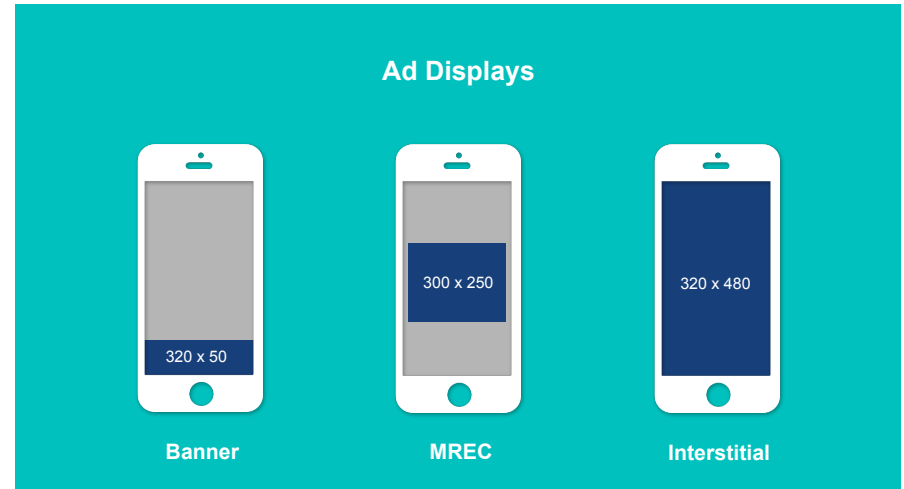
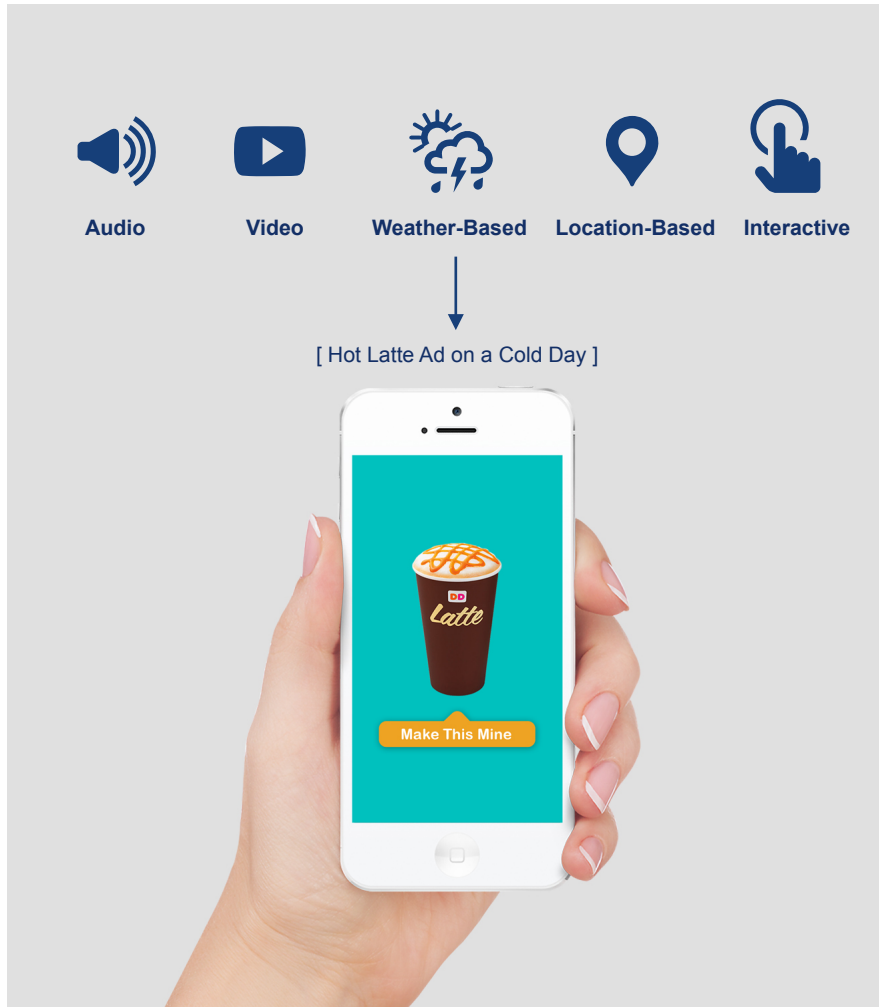
Step 4

Clicking on the ad leads the individual to a custom landing page where further detail, incentive, and/or call-to-action prompts engagement.



> DYNAMIC CONTENT

Customize Creative Based On The Needs And Interests Of Consumers



- ### Interactive Possibilities
- Dynamic Messaging & Creative
 - Photo / Product Galleries
 - Rich Media
 - Data Capture
 - Social Media

> LANDING PAGES

Drive Secondary Actions and Engagement

Increase **Secondary Action Rate (SAR)** with strong call-to-actions:



Dynamic
Maps



Driving
Directions



Click
to Call



Digital
Video



More
Info

Optional Features:

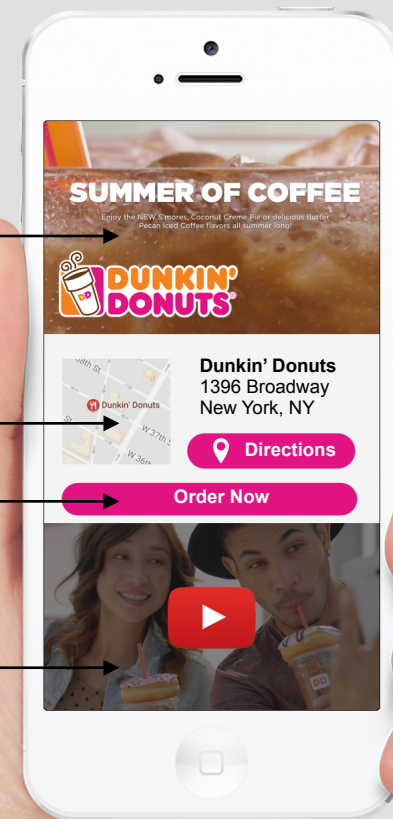
- Additional Customizable Call-to-Action (CTA) Button
- Additional Promo Image & URL (Placed Above Video)

Header Clicks
to Store URL

Directions to
Nearest Location

Click to Call

Play Video



> TERMINOLOGY

Frequently Used Terms

App	An app is simply an application. The term is specifically used to differentiate an application on a mobile device, such as a mobile game, from programs on a traditional desktop computer.
Attribution	Attribution is the process by which user interactions are identified and measured. It's a way in which marketers garner a better understanding of how certain events lead users to a desired outcome, referred to as a conversion. Attribution quantifies an ad's ability to influence a consumer's purchasing decisions, providing marketers with a way to compare the effectiveness of various marketing campaigns.
Banner	A banner is any type of advertisement that acts as a "banner," displayed usually at the top or bottom of the webpage or app. Banner ads feature both text and graphics.
Creative	A file that houses the digitally formatted design and artwork for an advertisement. This file can take the following formats: Image (GIF, PNG, JPEG), Flash File (SWF), HTML or JavaScript.
Click-through Rate	CTR is the ratio of clicks to ad impressions. This is the most commonly used metric to determine the success of an ad campaign.
Geo-Fence	Geo-fencing is the practice of using global positioning (GPS) or radio frequency identification (RFID) to define a geographic boundary. Then, once this "virtual barrier" is established, the administrator can set up triggers that send a text message, email alert, or app notification when a mobile device enters (or exits) the specified area.
Impression	An ad impression is the calculated instance of an ad being displayed to a human consumer.
Rich Media	Rich media constitutes a kind of ad that will typically contain some form of video or user interaction engagement. Rich media allows advertisers to connect with and involve consumers on a deeper level, providing dynamic content and effects.
Secondary Action Rate	SAR is The # of secondary actions (calls, directions, website visits and more information) divided by # of ad clicks.

INTERSTATE

OUTDOOR ADVERTISING

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