

## Consumers 4x More Likely to Visit Advertiser's Storefronts After Seeing Ads on Soofa Signs



A top US telecommunications provider partnered with Soofa to drive foot traffic to their storefront locations. Soofa Signs were **custom-wrapped in the company's branding** and **displayed full-screen ads** promoting special offers and directing passersby to nearby stores.

The campaign targeted high-traffic Greater Boston areas, including Seaport, Allston, and the Legacy Place shopping area just south of Boston.

Those exposed to the ads were

**4.83x**

more likely to visit a storefront location

Soofa partnered with StreetMetrics to measure the impact of the campaign, with no lift required of the advertising partner. StreetMetrics is an independent, 3rd party measurement and attribution company dedicated to the Out-of-Home (OOH) advertising industry.

**SEE HOW ADVERTISING ON SOOFA SIGNS CAN WORK FOR YOU**

Contact us for a custom campaign recommendation.

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