PLACE EXCHANGE

PerView™

Reach & Frequency Measurement

CASE STUDY | Roping a Winner with Impressions

Media Company | **LOOK Billboards**, Ardmore OK

How It Came Down | **Becky Smith** was tickled with a $10K annual perm for a digital slot when Jimmy's Western Wear sported a whopping 32% increase in sales at renewal. Sadly they'd spent $100k on online ads!!! She asked the obvious question, why? Then got the answer in one word….IMPRESSIONS!

Use Case | **Show Them the Numbers!** Becky then knew the power of the PerView impressions and didn't let the dust settle as she scoured the display list and all the data. Low and behold, one stood out and was a sleeper. We all have troubled locations and one was on the tired side of town that almost no local goes by, hence it sat empty for years. Oddly, that location had about half as many impressions as one or the best locations in town!!!! As it turns out, the billboard was a block or two from the Hardy Murphy Coliseum where there are several horse and cattle events a week and where the trucks dragging trailers go in from the back side of town to avoid the traffic. It was a no brainer on who made up the traffic… western oriented ranchers and ropers!

Results | **Annual Perm on a Lagging Location!** Becky was armed with the impressions data and it was an easy sale to make to an advertiser that was already spending a bomb on impressions, only that these were very easy to identify and justify. The takeaway is to study the numbers and learn what the consumer insight is for the location, then target the advertisers that will have interest!

For More Info Contact IBO support@IBOUSA.org