PLACE EXCHANGE PerView™ Reach & Frequency Measurement

CASE STUDY | WHAT IS PERVIEW?

Media Owner | **Lafe Schneider, TDO Advertising**,Toledo OH
Use Case | Lafe was asked a few times to explain Place Exchange PerView and reached out for a one sheet to describe it correctly. IBO Admin created a template for any subscriber to use and the initial results are below. 2024-04-25

How It Came Down | **Three Agencies Asked….**

Q: What is PerView and what is the difference between GEO-PATH?

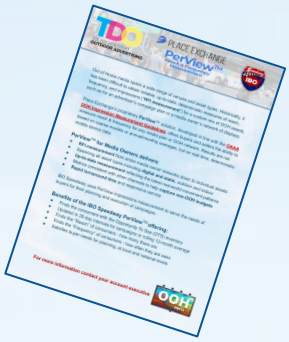
A: All THREE asked. I sent them ALL the one-sheet IBO provided me and went over it with them. I most definitely highlighted that the metrics are updated every 28 days. The one-sheet was the largest piece that closed these three sales.

Results | **$79K of New Business!**

- Production Company – $16K, Various summer concert series
- Insurance Company – $50K, Annual Contract
- Better Business Bureau – $13K, Various businesses in NW Ohio

Collateral | **Customized PerView One-Sheet**

- Email support to customize with your logo >>>>
- Download the generic one here



For More Information Contact IBO support@IBOUSA.org