PLACE EXCHANGE

PerView™

Reach & Frequency Measurement

Speedway IBO

AdSource Outdoor

SUCCESS STORY | Gee Whiz Impression Revenues

Media Company | **AdSource Outdoor**, Lake Charles LA
Sales Manager | **Patricia Prebula**

The Challenge | As an independent OOH billboard operator, the competition is fierce! We are sometimes competing for the same advertisers in our market. We are challenged by offering creative and competitive packages even recognizing our billboard locations are better than our competitors. However, advertisers are looking for the best return on their investment and will sacrifice location over price. We needed an advantage to put us far and above the competition.

Team Adoption | Our Account Executives agree that PerView Impressions have provided accurate, real-time results for our billboard inventory and allows them the opportunity to communicate accurate information versus inaccurate, old, traffic count data. Incorporating PerView impressions in our sales packages has resulted in more business and increased revenue!

Revenue Success! | We operate over 430 digital and static billboards in Southwest Louisiana and Baton Rouge. We are completely sold out on our digital inventory for the month of May 2024 which has never happened in the history of AdSource Outdoor. **PerView is a necessary tool that we now utilize daily.** This resource has enhanced our business and has allowed us to grow our inventory resulting in increased revenue, and a **Gee Whiz** moment for us!

Gratitude | Thank you to the IBO Speedway team for having the foresight and knowledge to research this opportunity, develop the tools, reports and interface AND offer the service to independent billboard operators at a great price. The price we pay for this service fits within our operating budget. The increased revenues speaks for itself.

For More Info Contact support@IBOUSA.org

OOH INFO