PLACE EXCHANGE

PerView™

Reach & Frequency Measurement

Speedway IBO

AdSource Outdoor

UNDERSTANDING | National Brand Impressions

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

Realization & Action | As an independent billboard operator with a small budget, we built the business over the years utilizing DOT traffic data to generate impressions for our advertisers. **The only data we had available was inaccurate and out of date. This put us at a big disadvantage** as we worked hard to compete against bigger billboard companies who had more resources, statistics and data.

Online Competition | In addition, online marketing has ramped up this competition by providing advertisers more statistics and data on how their campaigns were performing online. They demand a higher standard of performance and accountability, and we now acknowledge we are competing for those advertising dollars. We had been losing business to our competition in our own markets. We knew it was time to get serious about accessing this information for our advertisers and change the way we had always done things..

Our Advantage | Using PerView metrics on reach, frequency and impressions meets the needs for media buyers, ad agencies AND our local advertisers by allowing stronger, more compelling evidence of ROI setting us apart from our competitors. Programmatic advertising is growing, and it has been a challenge for us to get their business. We are now attracting more national buys through programmatic and direct buys from national media buyers than ever resulting in more contracts and a greater return on revenue. We did not see these results before.

Results | PerView impressions are an essential part in our sales presentations and has greatly enhanced opportunities for national buys. The IBO Speedway tools allow us to organize the data easily and customize the output for all our needs. Selling our digital inventory utilizing **PerView has been a game changer for our company.** We are now growing our digital inventory in our market. There is no doubt we would have been able to do this without PerView.

For More Info Contact support@IBOUSA.org

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