



**Market**  
New York, NY



**Flight**  
March 2019



**Targeting**  
A18+



**Media**  
35 OOH Street Furniture placements



## Goal

Utilize promotional messaging in OOH media in NYC to drive traffic to the designated ABC Home and Carpet locations



## Sample Size

Exposed = 64,613 devices  
Control = 64,385 devices



## Results:



Visitors/Visits to ABC Home and Carpet Locations



**+87.8%**  
in visitors

**+59.5%**  
in visits

Visitation was highest on Fridays at 12PM & 5PM