



- **Market**
New York, NY
- **Flight**
Oct 5th - Nov 29th, 2020
- **Media**
 - Digital Bus Shelters
 - Static Bus Shelters



Goal
Drive awareness and online sales of Zenni Optical



Strategy
Leverage JCDecaux's partnership with Adsquare to analyze the behaviors of exposed and control groups to evaluate the advertising impact on website visits and sales



Results:



*Compared to September 2020
** Return on Ad Spend (sales/cost of media)

