



Case Study

Premium All-Electric SUV



Objective

A leading luxury automotive OEM aimed to drive awareness of their brand new, all-electric SUV among those in-market for an electric vehicle at EV charging stations in 4 key markets: Los Angeles, New York, Chicago, and Miami

Place Exchange was tapped to programmatically deliver ads on Volta's premium EV charging DOOH displays to reach their desired target audience.

The brand wanted to see a demonstrated brand lift as a result of the campaign.



REVEAL MOBILE™ Methodology

Measure

- Reveal ingests a description of where and when ads were visible. For digital and moving OOH, play logs and waypoints are ingested
- Overlay this with historical location data to determine who was exposed to the campaign
- These mobile IDs become the exposed / test group

Control

- Construct a control group that mirrors the test group across as many variables as possible, except they were never exposed to the campaign

Quantify

- Devices are sent to survey partner on a daily cadence and matched to their panel
- Surveys are served in various apps to both exposed and control users. The users in both groups take the survey when scrolling through the apps

Campaign Results

Overview of eight-week-long flight :

18 million

total impressions delivered by
Place Exchange to target
audiences in key markets

Brand study results, demonstrate brand lift across recorded metrics:

Measured by **REVEAL MOBILE™**

157.93% increase in ad recall
Which of these brands have you seen an ad for recently?
10x above the Reveal benchmark range of 13%-16%

63.94% increase in brand favorability
"Which of the following electric vehicle models do you have a positive opinion of?"
13x above the Reveal benchmark range of 4%-5.5%

19.4% increase in brand awareness
Which of these electric vehicle models have you heard of?
2.5x above the Reveal benchmark range of 6%-8%

The campaign ran on
Volta charging screens
in a variety of venues.



Unlock the real power of OOH

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