

SMARTEGIES

SmartWIN24

Leap Into the Future
of AEC Marketing

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Special thanks to **perfect image**
More than a printer.

Navigating the Media Multiverse: A 101 Guide to Media Buying in the AEC Industry



Mike Hoffman
iHeart Media
Director Brand Partnerships



Megan Gregory
Smartegies Alliance Partner
CEO, Cubed



Jeff Kinsler
Outfront Media
Senior Media Consultant

SMARTEGIES

SmartWIN24

Leap Into the Future
of AEC Marketing


Powering Your Growth with an Always-On Marketing Engine




 SMARTEGIES
Affiliate Partner


Megan Gregory

Digital Marketing

 +770-597-2772

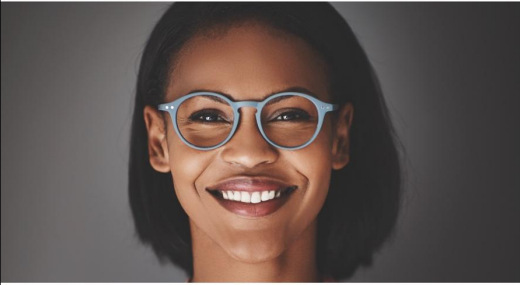
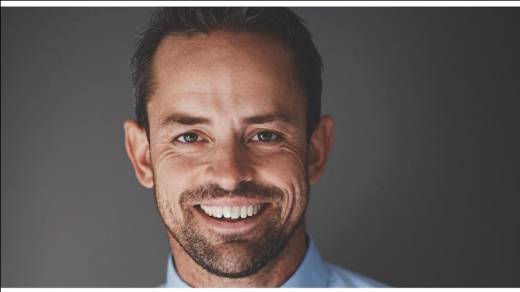
 Atlanta, GA

 mgregory@smartegies.com

 cubedm3.com



CUBED



Today's buyers are **different**.

What does it take to **reach** them?

How **do** you reach them?

iHEART MEDIA HAS YOU COVERED

Create consistency of message across critical touch points within the *Consumer Decision Journey*.



On-Air Endorsements



Broadcast Radio, TTWN



Targeted Display



Paid Social



Streaming Audio



Podcasting



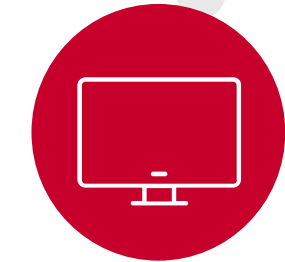
Social Influencers



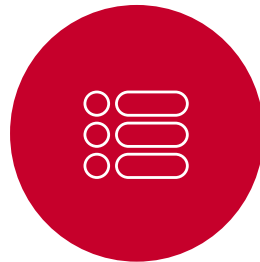
Mobile Geofencing



Targeted Email



Websites



Local Lock



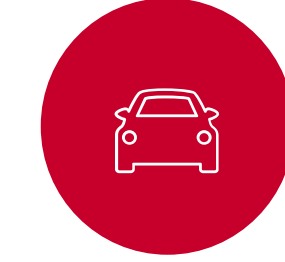
Video, OTT, Connected TV



Virtual Events, Social Contesting



SEM/SEO



Automotive Suite

| IHEARTDIGITALSOLUTIONS.COM



iHeartRadio Can be Listened to on 250+ Platforms & Thousands Of Connected Devices

Mobile



Automotive



Virtual Assistant



Smart TVs, OTT Boxes, and MSO



Connected Speakers



Gaming Consoles



Retail



Travel/Hospitality



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Regional Construction Company Partners with iHeartMedia to Aid Employee Recruitment Efforts

iHeartAnalytics Web Lift Proves Radio's Powerful Impact on Site Traffic

BROADCAST RADIO DRIVES INCREMENTAL WEB TRAFFIC

iHeartMedia radio ads correlated with a

+19%

lift in brand's site traffic.

CAMPAIGN OUTPACES INDUSTRY AVERAGES

Campaign outperformed industry average Web Lift by

+36%

proving the brand's message and schedule were more effective than others in the category.

WEB LIFT UNLOCKS INSIGHTS TO OPTIMIZE CAMPAIGNS

Radio ran every day, but Mondays outperformed other days with

+60%

greater response per commercial, a learning which helped guide future media planning.

ABOUT THE PARTNERSHIP

A reputable construction company servicing the Midwest and Great West regions struggled to recruit qualified employees in construction, manufacturing, project management, and more – particularly as unemployment rates continue to lower. The company partnered with iHeartMedia to reach this niche population at scale.

IHEARTMEDIA SOLUTION

iHeartMedia identified the radio stations in the region with the highest index of listeners in the target industries, and built a schedule using strong reach and frequency as a guide. The advertiser leveraged iHeartMedia Analytics Web Lift to quantify the impact of the radio campaign on web traffic, and to generate learnings that allowed them to optimize results.

THE ART & SCIENCE OF

OUT OF HOME & MOBILE LOCATION BASED ADVERTISING

OUTFRONT/

CONSUMERS AND MEDIA AGE OF DISRUPTION



**CONTENT
ON DEMAND**



AD BLOCKING



DISTRUST



DISTRACTION



NATIONAL DIGITAL DIRECT

45 MAJOR MARKETS

The OUTFRONT Digital Direct Network is a data-driven approach to uniting audiences with Out of Home to enhance the value of location and creativity. We call this Powered by Audience (PBA).

Digital Activation Capabilities:

- Audience Targeting
- Weather Forecast & Conditions
- Sports Scores & Statistics
- Financial Data Feeds
- Day-parting
- Multi-market Reach
- Dynamic Creative
- Lottery

45 MAJOR MARKETS
1100+ DIGITAL DISPLAYS
900+ AUDIENCES



MOBILE TIME SPENT ON APPS 90%



OOH AUDIENCES

When Out of Home is paired with our mobile targeting platform, we can capture mobile IDs that have passed by your ad. Using these mobile IDs; we can send in-App mobile ads to the device (retargeting), and provide KPI reporting for CTR, SAR, and Visitation.



“LET’S GET OUT THERE” VISIT ST. PETE CLEARWATER MOBILE & OUT OF HOME ADVERTISING CAMPAIGN!

The agency for Visit St. Petersburg & Clearwater ran a multi-market billboard and mobile campaign to drive visitors to Pinellas County. Leveraging the campaign slogan “Let’s Get Out There,” OUTFRONT provided proximity, retargeting, visitation, and CTR tracking for more than 67K visitors to the Florida destination and more than 65K clicks to the St. Pete, Clearwater website.

CHALLENGE:

The Agency for Visit St. Pete/Clearwater wanted to develop a billboard and mobile campaign that included attribution so the results could be measured, evaluated, and optimized during the entire program.

ACTION:

OUTFRONT Media geofenced billboards in nine (9) different markets throughout the U.S., including Atlanta, Chicago, Nashville, Indianapolis, Detroit, Orlando, Jacksonville, Nashville, and Cincinnati. OOH Geofencing strategies consisted of proximity targeting, OOH viewshed mapping, retargeting, and visitation.

RESULTS:

By tracking mobile devices that passed by the billboards and devices that received an ad on their mobile device, we were able to provide attribution measurements for all devices/people that traveled to the Florida destination.



DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

LET'S GET OUT THERE.



RESULTS

67K

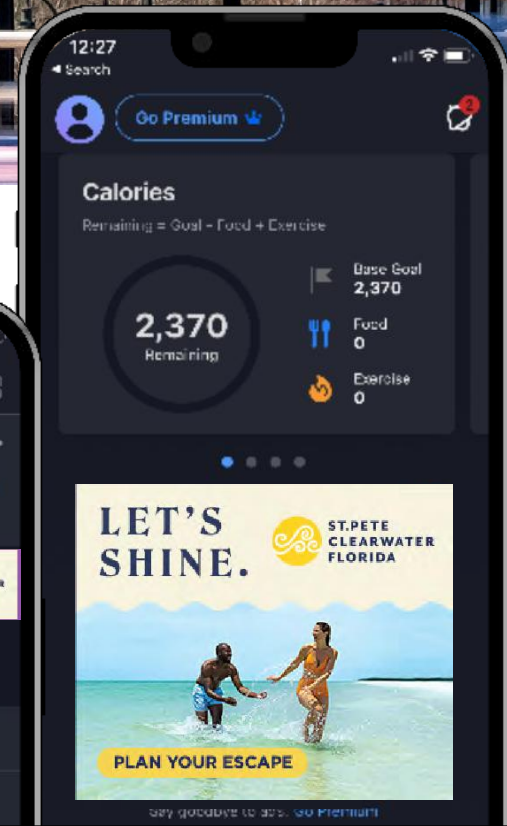
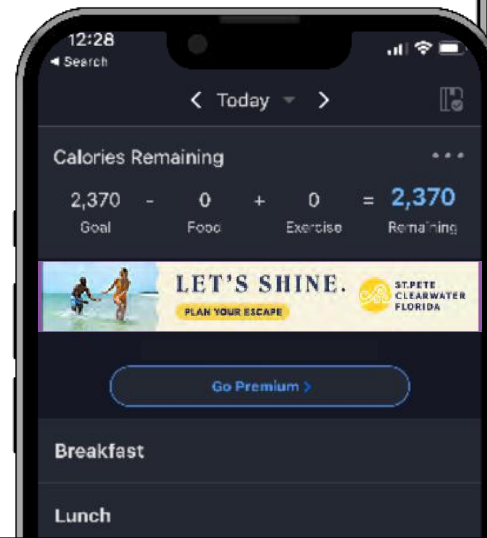
VISITORS TO THE FLORIDA DESTINATION

31M

MOBILE ONLY IMPRESSIONS

64,99

3



VISIT ST. PETE CLEARWATER MOBILE & OUT OF HOME ADVERTISING CAMPAIGN!



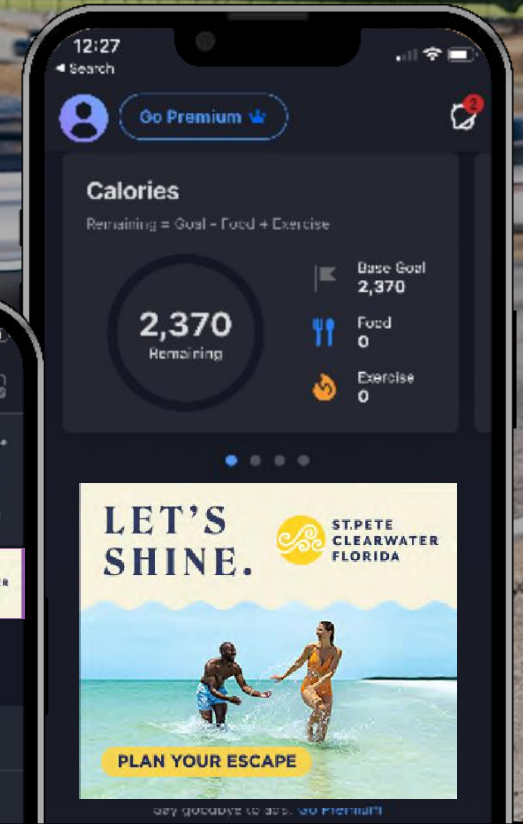
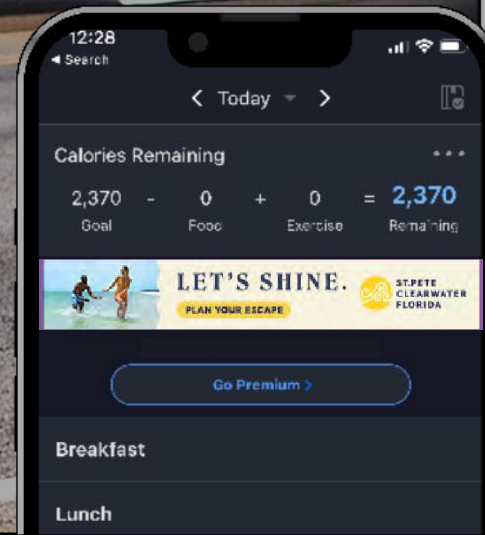
67K

VISITORS TRACKED
TO FLORIDA
DESTINATION

"WORKING WITH
OUTFRONT IS EFFORTLESS.
THEY MANAGED ALL
ASPECTS OF THE OOH
MOBILE CAMPAIGN WITH
IMPECCABLE DETAIL AND
RESPONSIVENESS."

66K

CLICKS TO ST. PETE
CLEARWATER WEBSITE



Questions?

