

# VERTICAL IMPRESSIONS

## CANADA'S FASTEST GROWING RESIDENTIAL DIGITAL OUT-OF-HOME COMPANY

- Canada's largest network of residential elevator screens.
- We're the only network of its kind: digital out-of-home (DOOH) powered by AI.
- Providing a pandemic resistant audience. The preferred "in-home" medium of DOOH.

### REAL-TIME TARGETING OPTIONS

AGE + GENDER



WEATHER



LOCATION



TIME + DAY



PROPERTY TYPE



GLASSES



Starbucks

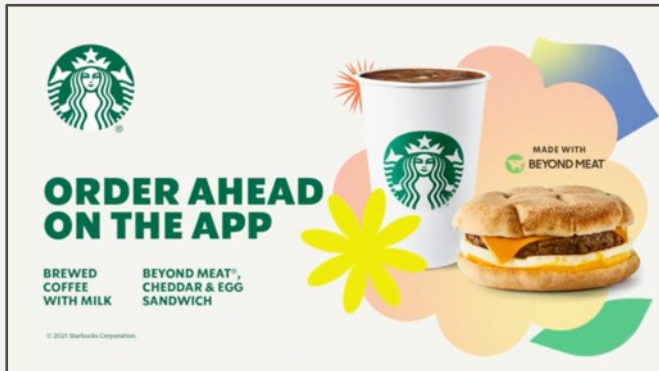
# CASE STUDY



Ad creative 1: rainy + snowy weather



Ad creative 3: ages 18 - 34



Ad creative 2: AM only

IMPRESSIONS: 4 MILLION

KPI: CONVERSIONS TO STORE VIA APP

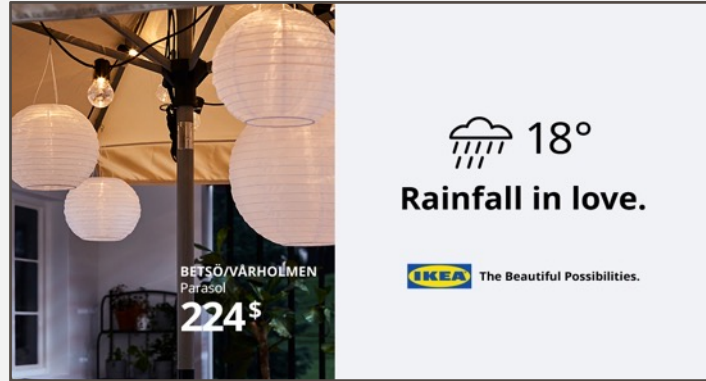
HOW THEY TARGETED

- AGE + GENDER 
- TIME + DAY 
- WEATHER 

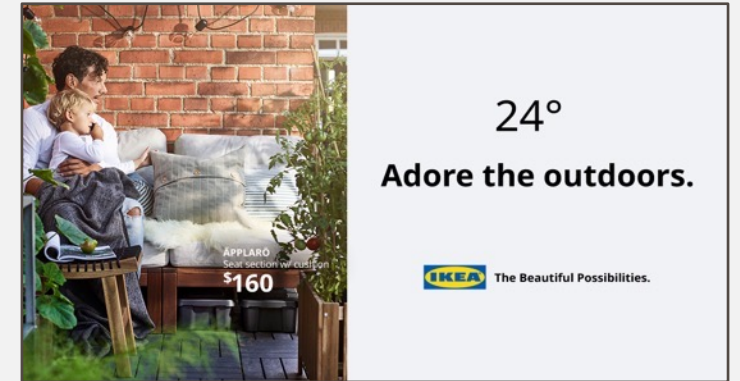


Ikea

# TARGET USE CASES



Ad creative 1: rainy weather



Ad creative 3: buildings with balconies



Ad creative 2: PM only

IMPRESSIONS: 6+ MILLION

KPI: VERIFIED TARGET AUDIENCE

HOW THEY TARGETED

PROPERTY TYPE



TIME + DAY

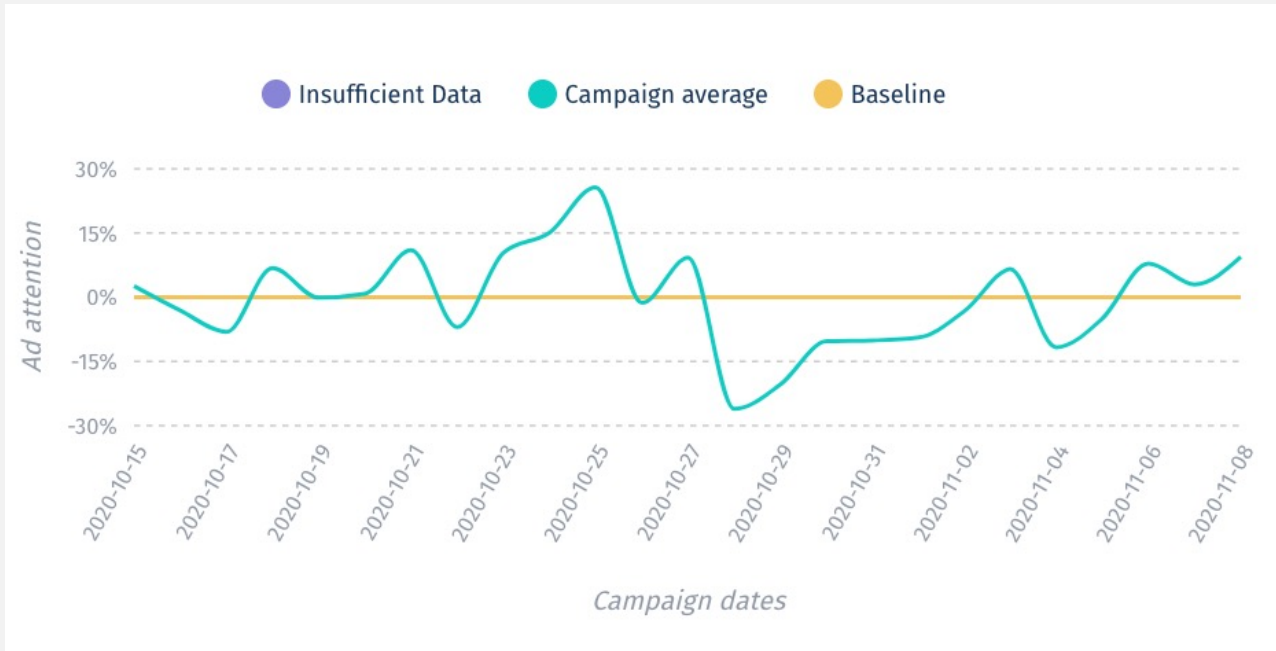


WEATHER



# POST CAMPAIGN REPORTING

## AD ATTENTION OVER TIME



**Insight:** LCBO sales in downtown Toronto grew **+32.2%** vs last year during the period of this campaign.

## AD CREATIVE A/B TESTING



AD CREATIVE 1

### HIGHEST PERFORMING DEMOGRAPHIC

**Women**    **Age** 55+    **Toronto**

Ad attention: **+161% above avg**

### LOWEST PERFORMING DEMOGRAPHIC

**Female**    **Age** 35-44    **Toronto**

Ad attention: **-14% below avg**

SERVED IMPRESSIONS: **206,205**



AD CREATIVE 2

### HIGHEST PERFORMING DEMOGRAPHIC

**Men**    **Age** 55+    **Toronto**

Ad attention: **+206% above avg**

### LOWEST PERFORMING DEMOGRAPHIC

**Male**    **Age** 35-44    **Toronto**

Ad attention: **-22% below avg**

SERVED IMPRESSIONS: **209,765**