

Broadway Financial and Devon Financial have been providing quality financial services to Illinois communities for over 65 years. Their services for small businesses and individuals include Personal Loans, Payday Loans, Auto Title Loans and Installment Loans. Both companies are committed to helping communities overcome the financial demands of our struggling economy.



OOH Mobile Companion

Goal

To successfully link mobile advertising to an existing, transit OOH campaign for both Broadway Financial and partner company Devon Financial. The client's primary goal was to strengthen brand identity in the minds of Chicago commuters who might be considering a loan.

Services

In collaboration with Broadway/Devon, CommuteStream designed two mobile banners based on existing bus and train interior ads. A route-based mobile targeting strategy was implemented to match and complement Broadway/Devon's existing transit ads.

Strategy

Deliver mobile ads to commuters prior to their boarding a train or bus with a matching OOH ad. Our technology allows this tight pairing of transit OOH and mobile.

Day-parting was used to ensure the ads were reaching a variety of commuters throughout the day, with an ad for each business covering both the morning and afternoon commute.

Results

Sampling the second month of Broadway/Devon's Google Analytics data revealed some delightful insights into the efficacy of CommuteStream's targeting platform.

In the case of Broadway/Devon Financial, pairing transit OOH with CommuteStream's targeted mobile banners generated new and substantial mobile traffic.

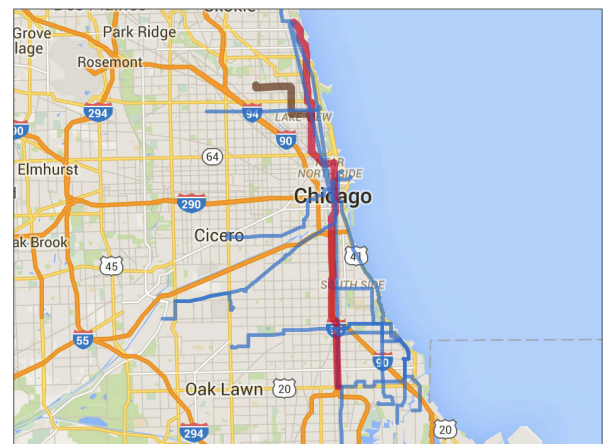
CS mobile banners generated more traffic than every other source combined.

Key Metrics

1,900,000+ Impressions Delivered
177,271 Riders Reached
20,363 Clicks
1.08% CTR
52 Weeks Running (as of 8/16/16)

Targeting

13 routes (11 buses, 2 trains)



Devon Financial Banner



Analytics

8/16/2015 to 1/16/2016

Source / Medium	Sessions	% New Sessions	New Users
	11,696 <small>% of Total: 100.00% (11,696)</small>	62.32% <small>Avg For View: 62.18% (0.22%)</small>	7,289 <small>% of Total: 100.22% (7,273)</small>
1. commutestream / banner	6,457 (55.21%)	55.80%	3,603 (49.43%)
2. google / organic	1,846 (15.78%)	65.55%	1,210 (16.60%)
3. (direct) / (none)	1,492 (12.76%)	63.67%	950 (13.03%)
4. traffic2cash.xyz / referral	234 (2.00%)	100.00%	234 (3.21%)
5. dfsloanschicagoil.com / referral	167 (1.43%)	58.08%	97 (1.33%)
6. adf.ly / referral	135 (1.15%)	100.00%	135 (1.85%)
7. yahoo / organic	125 (1.07%)	69.60%	87 (1.19%)
8. bing / organic	120 (1.03%)	70.83%	85 (1.17%)
9. snippet / referral	92 (0.79%)	100.00%	92 (1.26%)
10. claim64530912.copyrightclaims.org / referral	62 (0.53%)	0.00%	0 (0.00%)