



# ADT

Case Study

# Time sensitive ads create uplift in web traffic for ADT

## The Brief

Alight Media worked with out-of-home agency Tank Top Media and its partners, BambOOH, to deliver ADT's Darker Nights campaign and raise awareness of their alarm products at a key time of year.

## The Campaign

Harnessing the flexibility of DOOH, Alight's network delivered a dynamic, impressions-based campaign, at scale. The advertising was only triggered once the sun had set at each location - ensuring the client's budget and message worked as hard as possible.



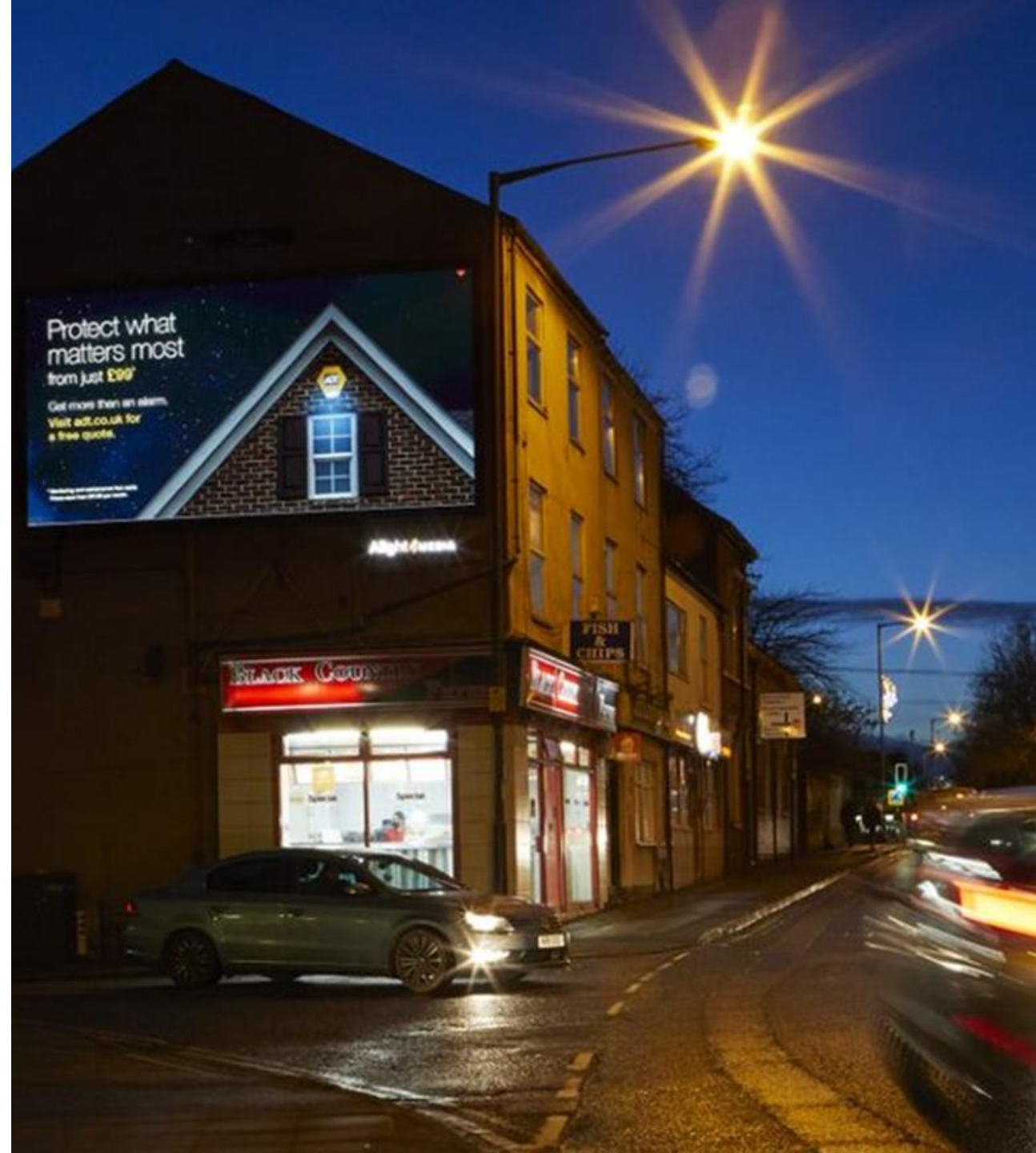
Using 200 D48 panels



Achieved 8.4M impacts



Plays received



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## THE RESULTS

Quality screens, in great locations meant Alight Media, Tank Top Media and BambOOH, as solo OOH partners for this campaign, were able to deliver a significant geographical presence to amplify ADT's Darker Nights campaign. ADT saw a substantial 33% uplift in web traffic!

***“A flexible campaign that maximised reach and budget by only running when the message was most relevant-delivering meaningful results for ADT”***

***(Tank Top Media)***