


# Performance Outdoor Powered by the Gig Economy

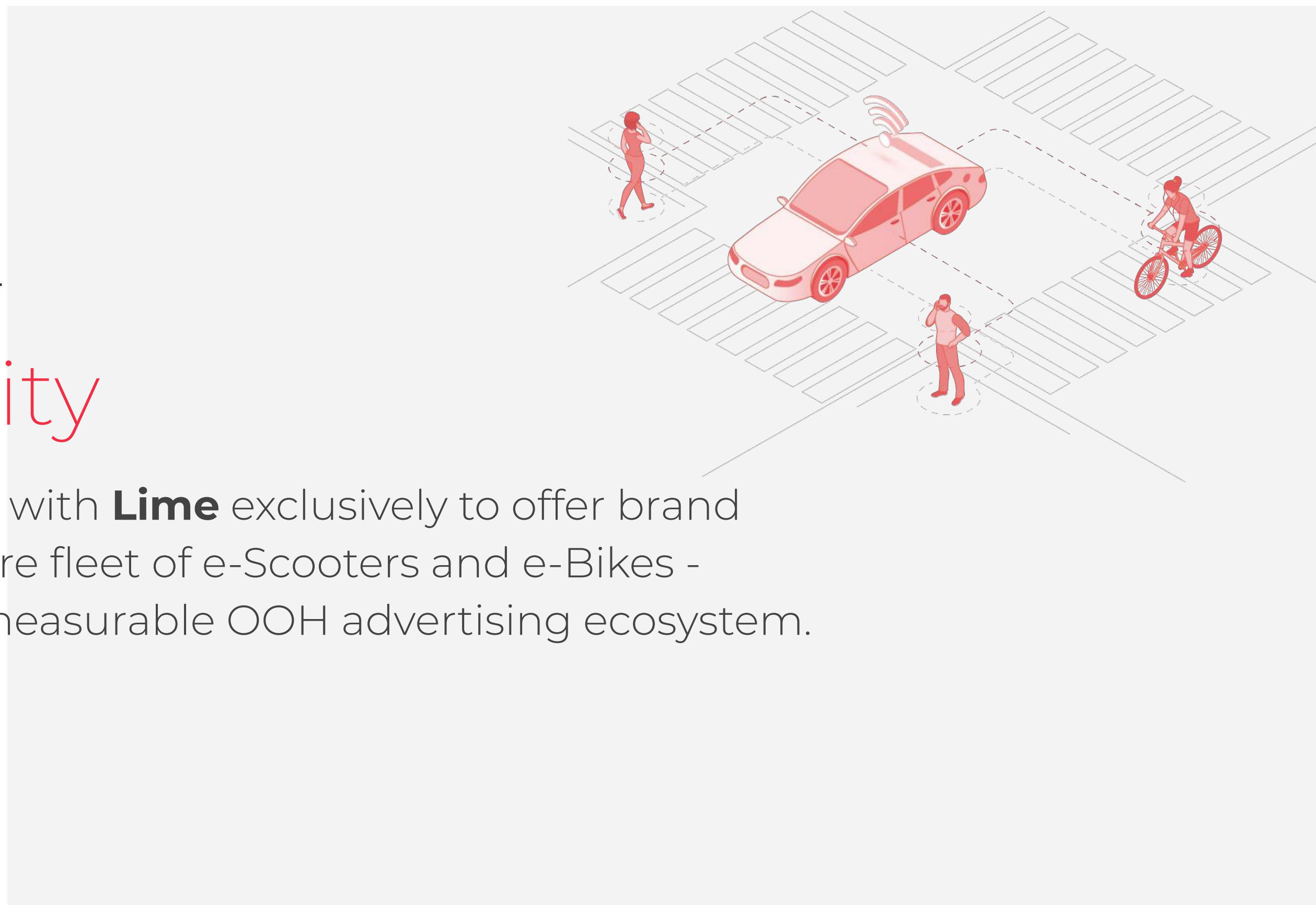
in partnership with  Lime





# Rideshare + Micromobility

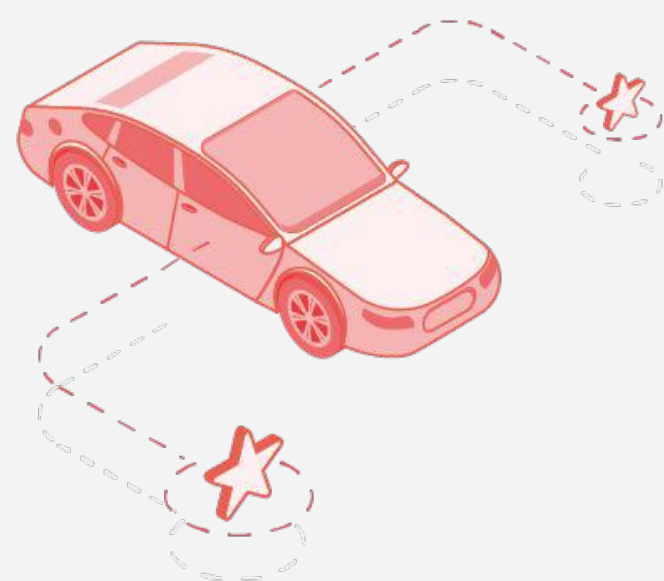
**mobilads** has partnered with **Lime** exclusively to offer brand advertising on their entire fleet of e-Scooters and e-Bikes - delivering a premium, measurable OOH advertising ecosystem.







# Why mobilads

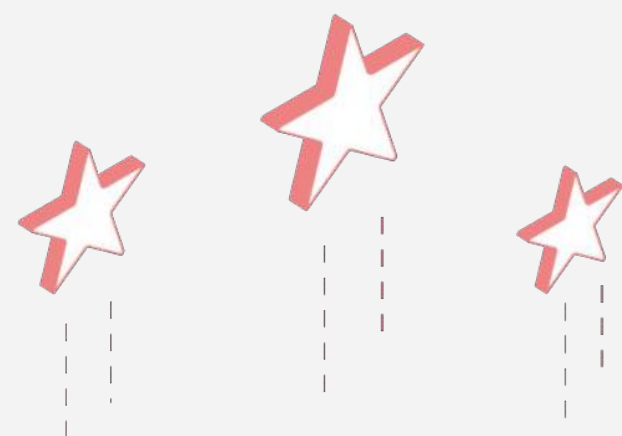


## Premium Inventory Always on & Moving

**2.5x** more reach than traditional bus wraps

**1/3 Cost** Per Impressions compared to traditional billboards

**Dynamic and novel** ad placement on a preferred mode of transportation



## Brand Safety & High Operational Standards

**40+ hours** per week guaranteed

Drivers thoroughly **vett**ed and **mon**itored.

Consistent, **newer** vehicles. Commercially **insured**



# Why mobilads

Full-suite Reporting

Attribution and

Retargeting

**Billions of daily mobile location data**

**points** collected to gain deeper insights on impressions, audience segmentation, lift analysis, and conversion events

**Increase reach** and frequency

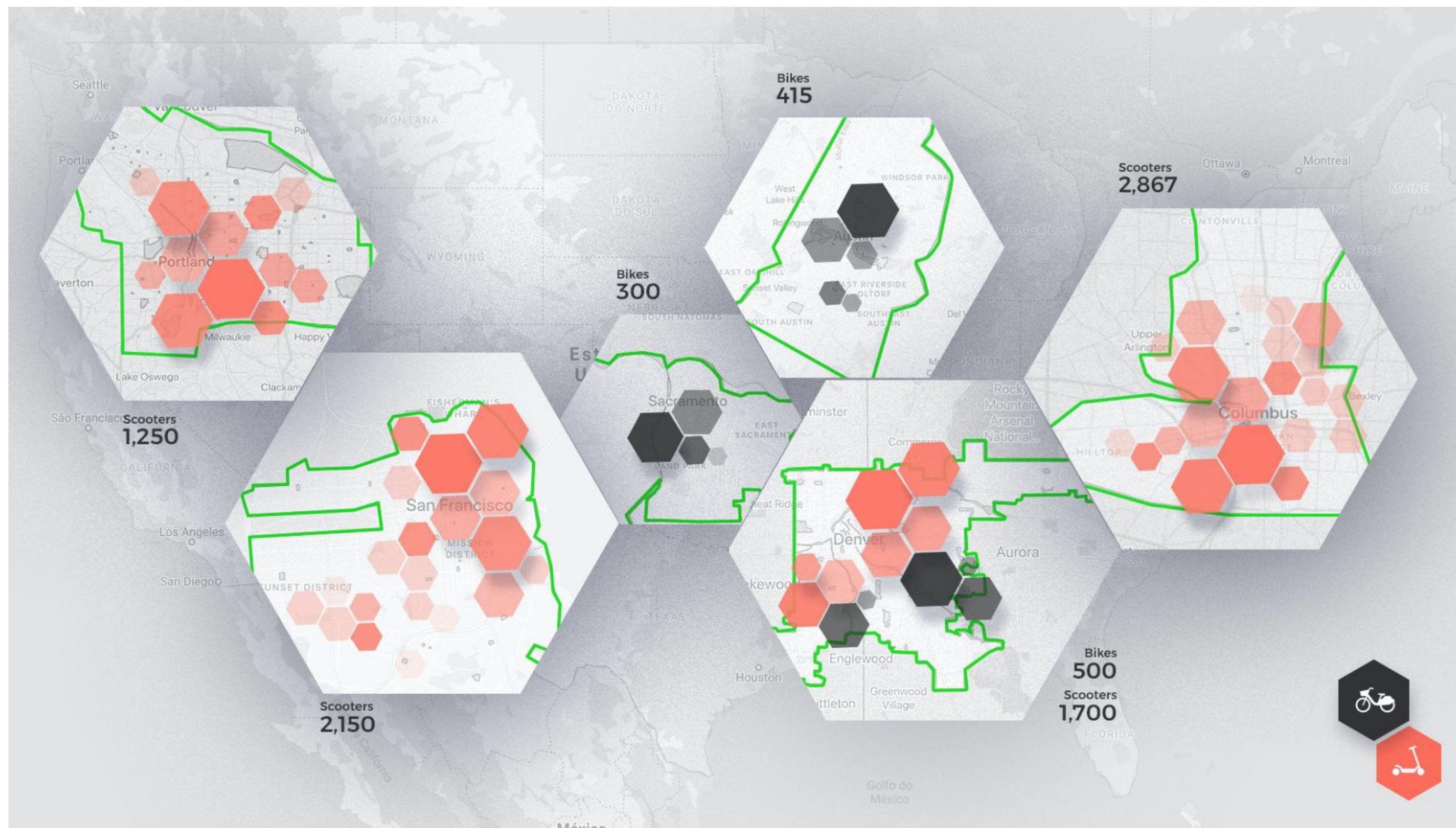
to your exposed audience by retargeting on Mobile and Connected TV







# Nationwide Scale



Contact us to learn about inventory availability in your cities.

Presence in over **255 metro and rural cities** across the US

**National, Regional, and Hyperlocal** campaign options available down to the zipcode.

**mobilads operates entirely in-house**, which allows for high quality production, quick turnaround (3-7 days), flexible cancelation policy, and cost savings that we pass along to our clients.





# mobilads Catalogue

Uber   **lyft**   **DOORDASH**   **instacart**   Uber **Eats**   **GRUBHUB**



Rideshare  
& Delivery Car  
**Full Wrap: Entire car**

**160+** active monthly hours  
Starting at **\$1,800** per month



Rideshare  
& Delivery Car  
**Partial wrap: 96" x 36"**

**160+** active monthly hours  
Starting at **\$650** per month



eBike  
**Rear skirt guards: 27" x 11"**  
**Exterior basket: 36" x 7"**

**120+** active monthly hours.  
Starting at **\$100** per month




eScooter  
**Front shaft: 36" x 4"**  
**Floor board: 30" x 6"**

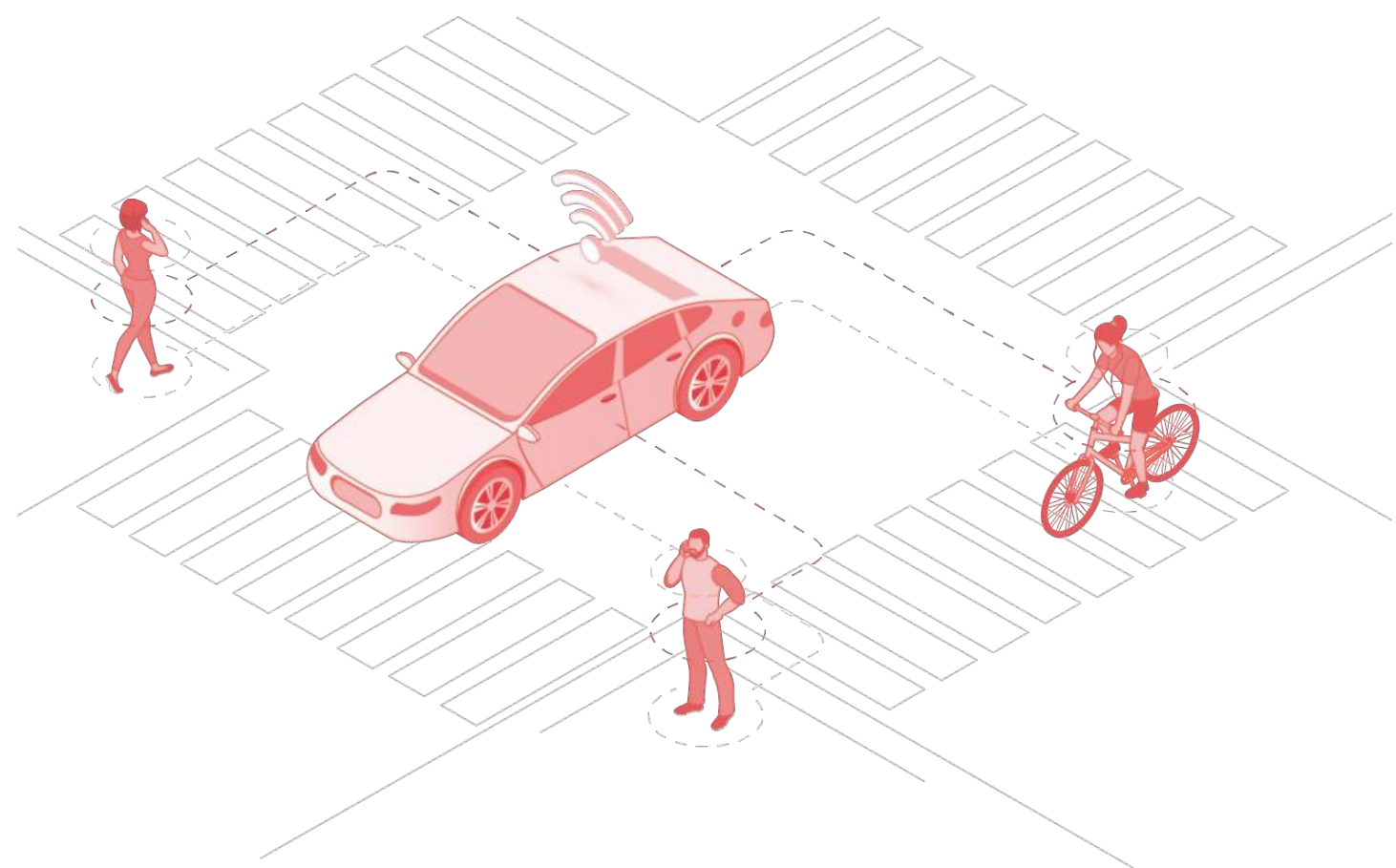
**100+** active monthly hours  
Starting at **\$80** per month

Note: Pricing includes print production, installation, and attribution reporting. Digital retargeting is available at an additional cost. Amounts are shown on a per-unit basis and varies depending on market, duration, and campaign size. Contact us to learn more.



# Full-Suite Attribution

in partnership with  densiti



**Track OOH exposure** - we place a moving geofence on each unit, and combine it with billions of anonymized, CCPA-compliant mobile location data points to accurately determine the likelihood of who was in viewing distance of the OOH ads



**View campaign performance** on charts that are easily digestible, to understand total impressions, the audience breakdown, and lift attributable to your OOH campaign (store visits or website visits).

[Watch our attribution model live](#)



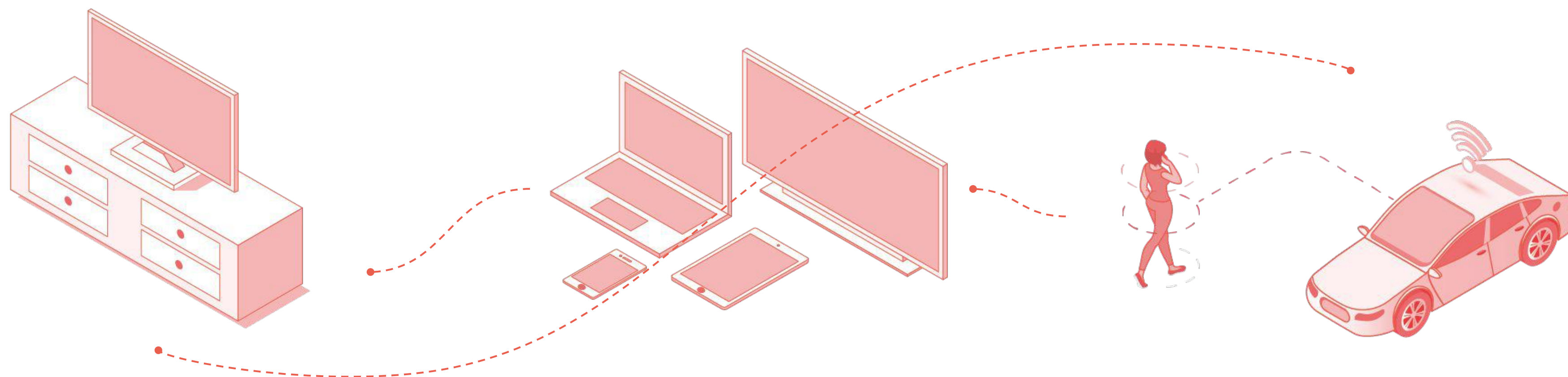
Note: Attribution reporting is available at an additional cost. Contact us to learn more.





# Digital Retargeting

in partnership with  STEELHOUSE



**Serve streaming TV ads** to your exposed OOH audience in the living room of their home, using the same mobile location data we use to track OOH exposures.

Take it one step further and **retarget every laptop, cell phone, or tablet** within the same household after they saw the streaming TV ad.

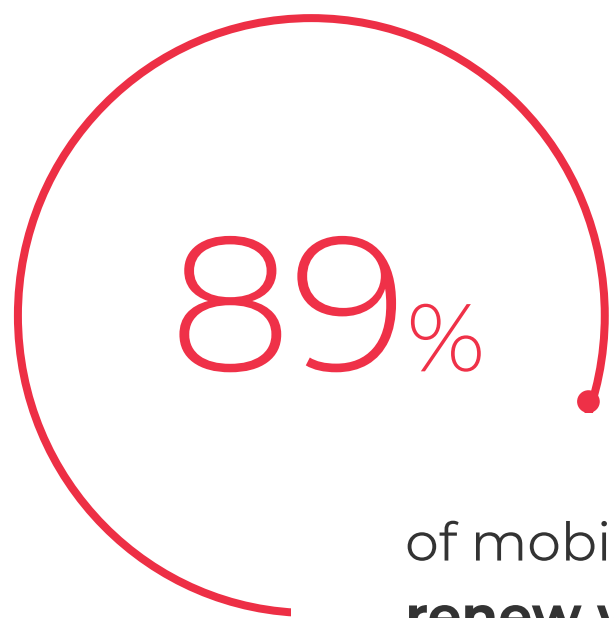
That's how we're able to attribute conversion events all the way back to the original exposure. **We call this Performance Outdoor.**

Note: Digital retargeting is available at an additional cost. Contact us to learn more.

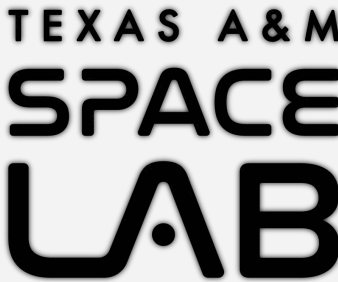




# Brands That Trust Us



of mobilads clients  
**renew within  
8 months.**





# Case Studies





## DraftKings Case Study

### Sportsbook App Campaign

- DraftKings goal was to create awareness for their Sportsbook app and increase user sign-ups, just in time for NFL season
- The mobilads team launched **300 wrapped rideshare and delivery vehicles**, along with koozies that our drivers attached to every delivery to reach sports fans in their home
- **Timing:** 4-wk campaign
- **Markets:** New Jersey, Indiana, Illinois, Colorado, Pennsylvania, West Virginia

**56k**

Hours  
Driven

**50k**

Koozies  
Delivered

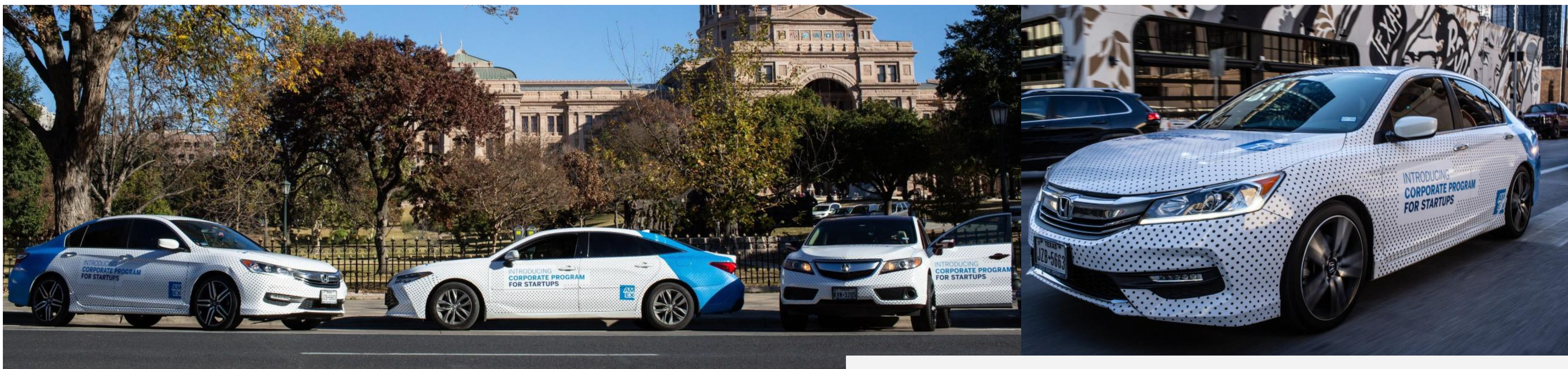
**69m+**

Total  
Impressions

**\$2.76**

Total  
CPM





## AMEX Case Study

### Startup Corporate Card Program

- AMEX leveraged **100 high-end rideshare vehicles** to create awareness for their new “Corporate Program for Startups” Campaign throughout San Francisco, **where a large population of their target audience work and live**
- **AMEX immediately launched an additional 340 vehicles** throughout Austin, Boston and Salt Lake City

[LINK TO FULL ATTRIBUTION REPORT](#)

username and pw = amex1329

**72k+**

Hours  
Driven

**101k+**

Rideshare  
Passengers

**164m+**

Total  
Impressions

**\$4.93**

Total  
CPM





## Amazon Case Study

### Treasure Truck Campaign

- Amazon leveraged **200 wrapped rideshare vehicles in Houston and Atlanta** to create awareness, increase sign-ups, and ultimately drive visits to local Treasure Truck locations
- To amplify the impact of the OOH campaign, **mobilads served display ads to audiences who saw the OOH ad** on their mobile device in real-time
- **mobilads verified campaign performance and measured impressions** against Amazon's website click-through rates and Treasure Truck visitation lift

[LINK TO FULL ATTRIBUTION REPORT](#)

**69k+**

Rideshare  
Passengers

**41m+**

Total  
Impressions

**\$2.70**

Total  
CPM

**2.75x**

Higher Visitation  
Rate From  
Exposed Audience

**2.5x**

Higher Click-through  
Rate From  
Exposed Audience





## MetroPCS Case Study New York City Campaign

- Metro's goal was to **create awareness for the their "Save \$1,200 vs. AT&T and Verizon" promotion throughout NYC** - with a focus on vehicles driving Bronx, Brooklyn, Queens and Manhattan (above 96th Street)".
- The mobilads team provided an exterior activation with **80 wrapped rideshare vehicles** - one side of the vehicle promotion in English, and the other side promoting in Spanish.

[LINK TO FULL ATTRIBUTION REPORT](#) << (username and PW: metro1029)

**17m+**

Total Impressions

**\$2.33**

Total CPM

**4k+**

Passenger Rides

**174k+**

Retargetable Unique Mobile Device ID's





# Need a Targeted Proposal?

Contact: [niels@mobilads.co](mailto:niels@mobilads.co)

Our campaigns go  
Anywhere.

New York City, New York



60

Cars

4

Weeks

Advertise with us

