


Performance Outdoor Powered by Micromobility

in partnership with  Lime



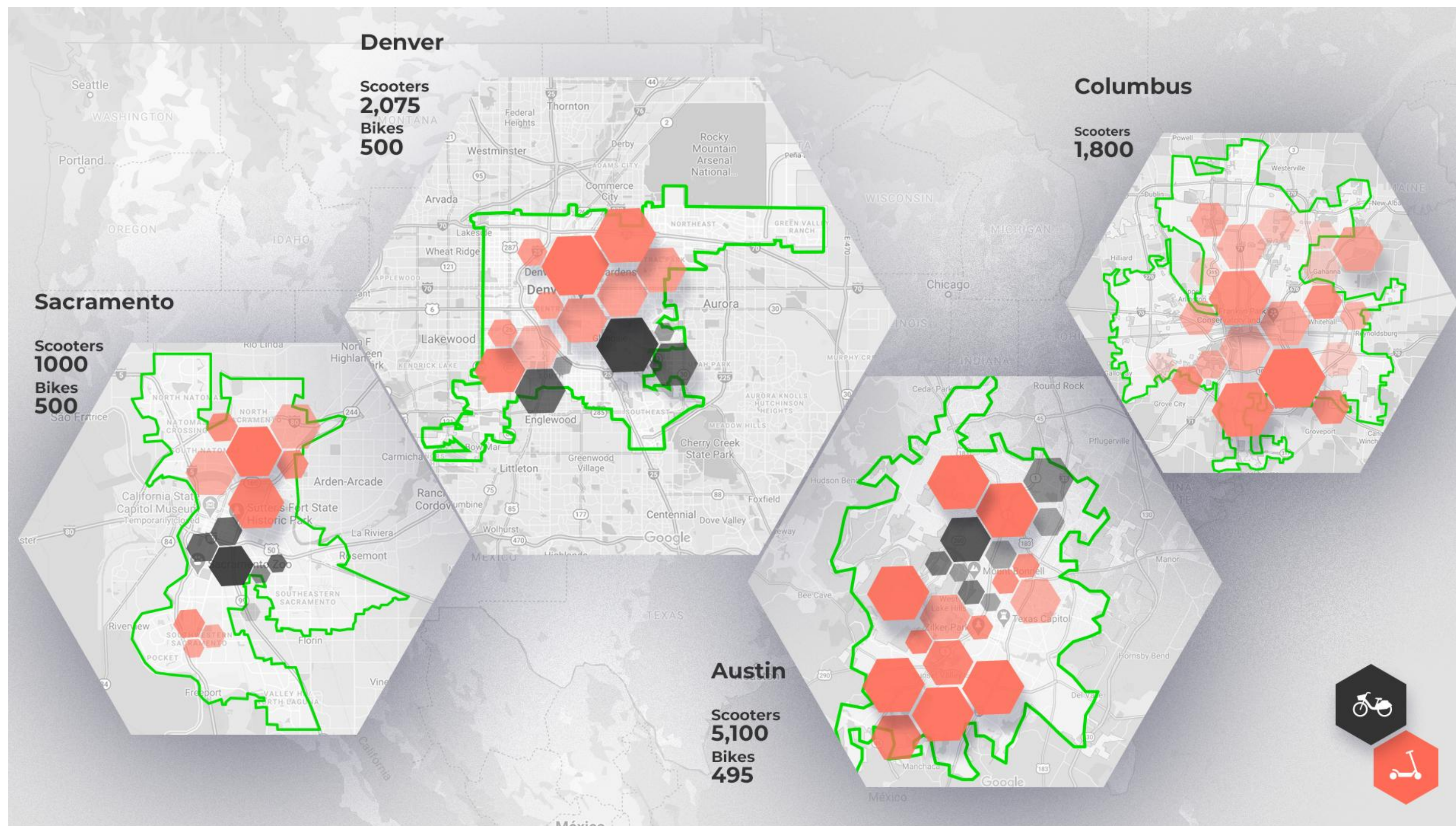
The Global Leader in Micromobility

Lime has partnered exclusively with **mobilads** to offer advertising on their entire fleet of electric Scooters and Bikes for the first time, delivering a premium, “**green**” branding opportunity.





Blanket the City



- ❑ New dynamic and novel ad placement
- ❑ Hyper-local targeting in high-traffic areas
- ❑ High utilization for amplified reach and frequency
- ❑ Full, exclusive street-level coverage
- ❑ Support green modes of transportation
- ❑ Best-in-market data attribution and retargeting



Exclusive Inventory

in partnership with 

Markets	Number of Available Units	4-wk Ridership (Total)	4-wk Impressions (Total)
Denver, CO Scooters	2,075	1,336,300	34,743,800
Denver, CO Bikes	500	322,000	16,422,000
Austin, TX Scooters	5,100	3,570,000	63,070,000
Austin, TX Bikes	495	346,500	20,559,000
Sacramento, CA Scooters	1,000	770,000	20,020,000
Sacramento, CA Bikes	500	385,000	24,447,500
Columbus, OH Scooters	1,800	1,260,000	22,260,000



eBike
Rear skirt guards: 27" x 11"
Exterior basket: 40" x 10"

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



eScooter
Shaft: 11" x 3"
Floorboard: 25" x 6"
Floorboard Sides: 25" x 3"

100+ active monthly hours
Starting at **\$50** 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.



Target Audience



Commuters

45% of riders are adopting micromobility and ditching other modes of transportation, saving millions of metric tons of CO2



Gig-Hustlers

Fast and affordable means couriers (or those just getting from point A to B) are falling in love with e-bikes and e-scooters



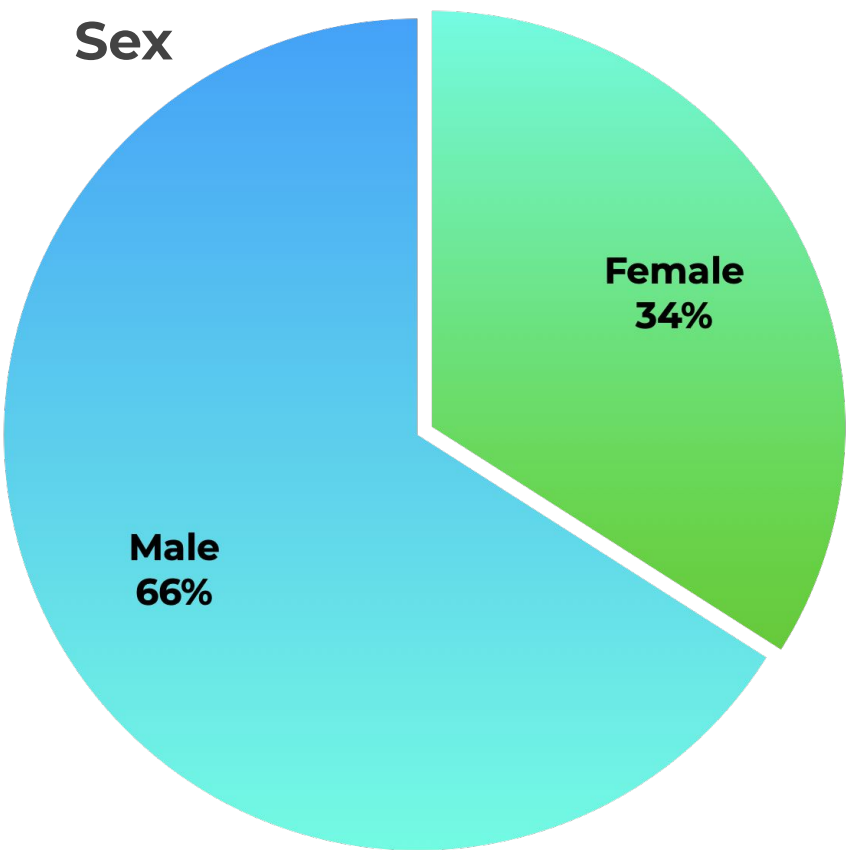
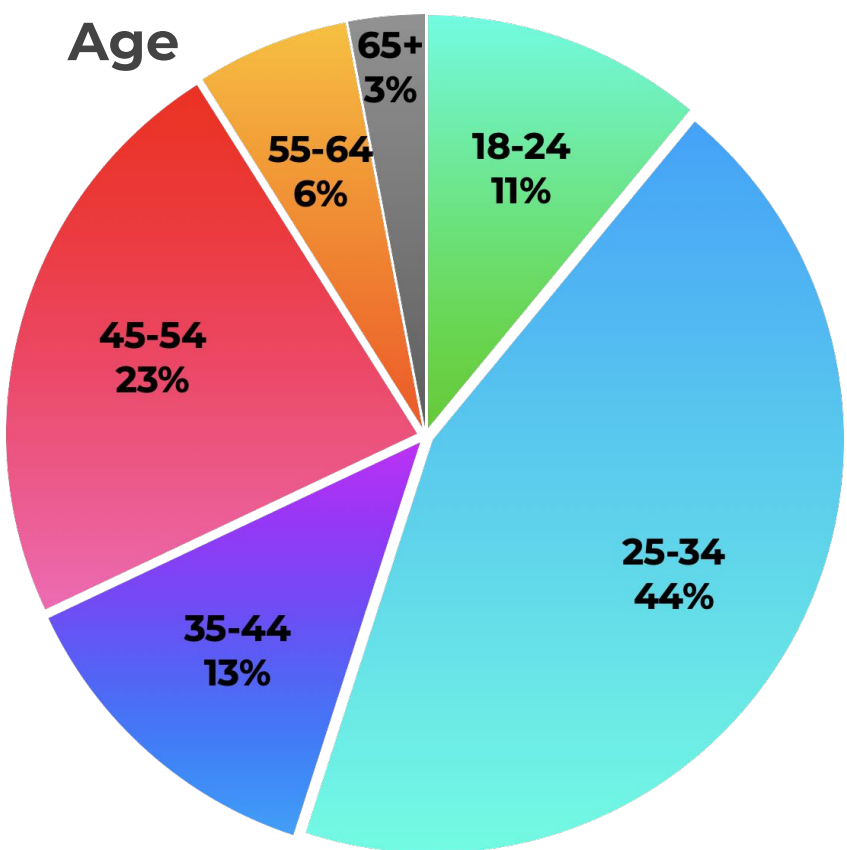
Urban and Suburban Explorers

From Saturday brunches to rides along the rivers, these folks are finding new ways to explore cities with their friends



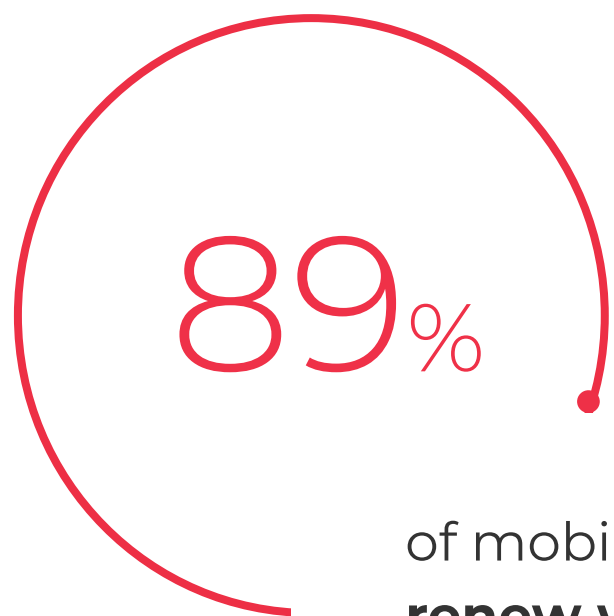
Futurists

In cities, space is at a premium and these riders are proving that there are greener options to make the city feel a lot more connected

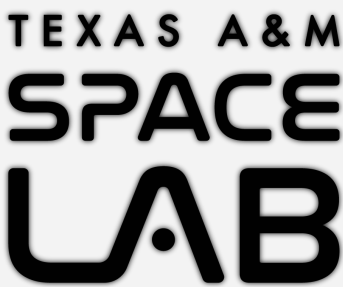




Brands That Trust Us




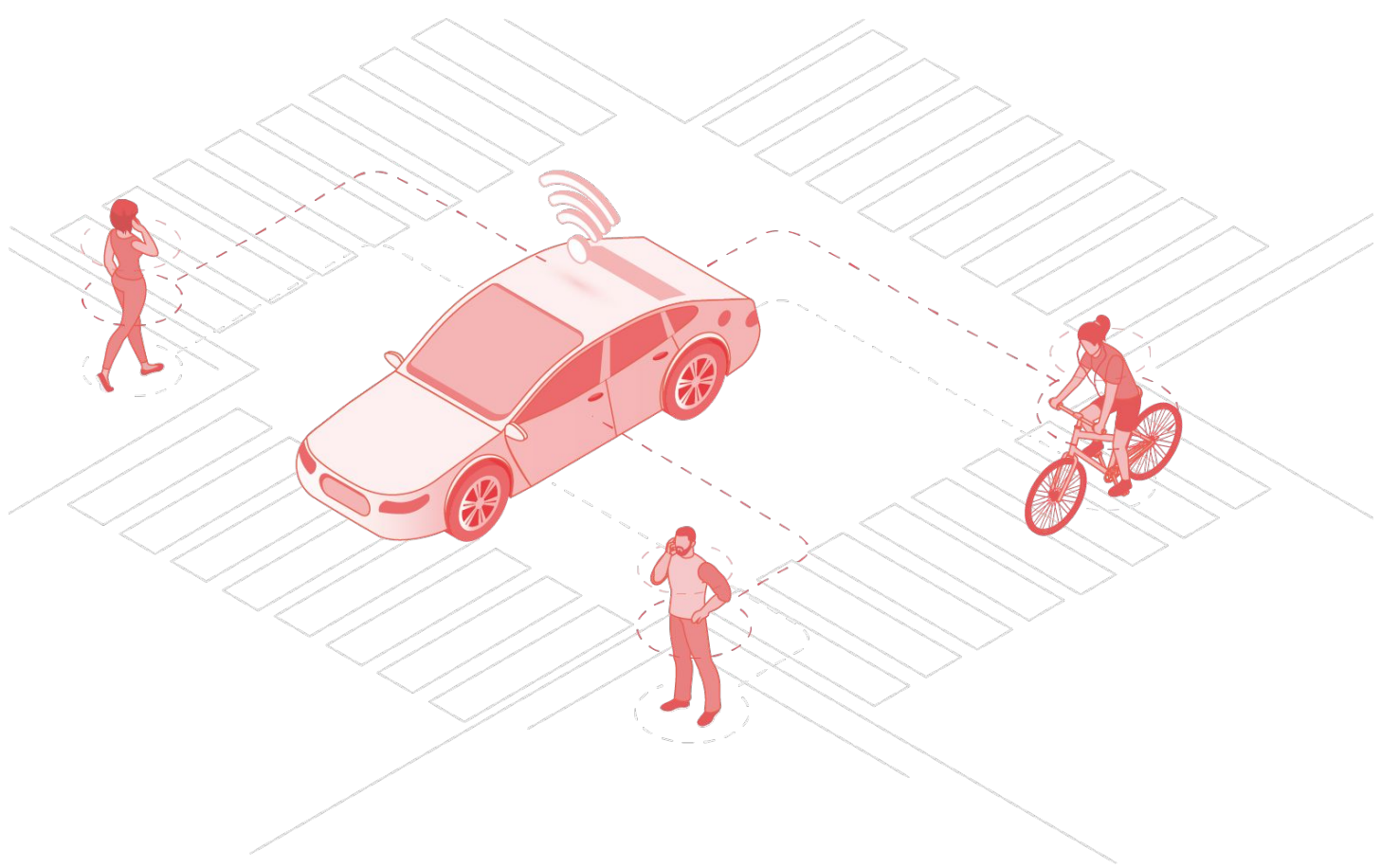
of mobilads clients
**renew within
8 months.**





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).

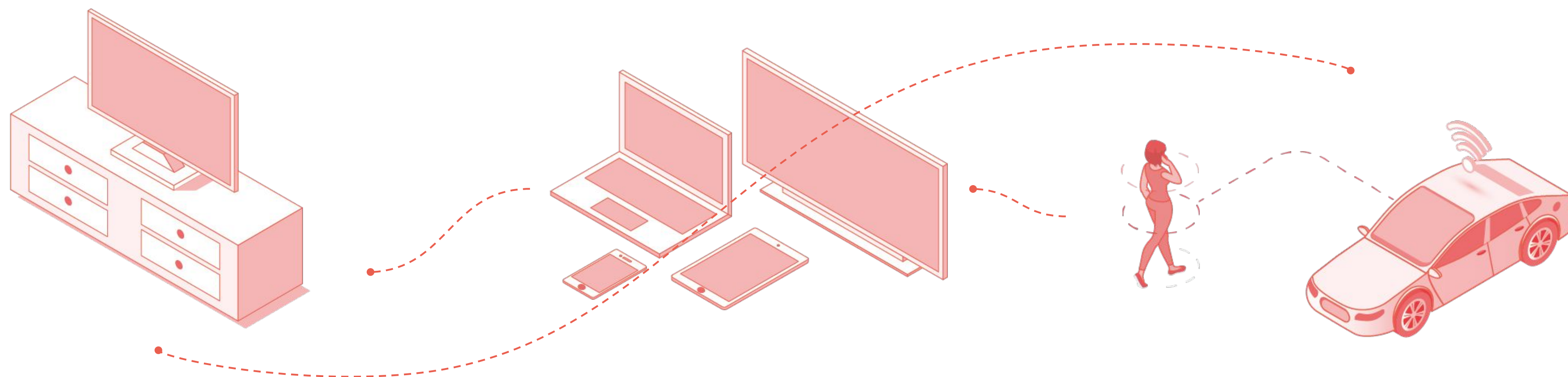
[Watch our attribution model live](#) 

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.

Thank you



Need a Targeted Proposal?

Contact: niels@mobilads.co

Our campaigns go
Anywhere.

New York City, New York



60
Cars

4
Weeks

Advertise with us

