



# SUCCESS STORY

VERIZON **verizon**<sup>v</sup>

Verizon wanted to take advantage of the ski season by hyper-targeting Park City and other major slopes throughout Utah, starting early morning throughout the day, letting the community know they're ranked #1 network in Salt Lake City.

MEDIA FORMAT: 🚚 Mobile Billboard Campaign

CAMPAIGN DATE: 📅 March 2023

## MARKETS

- Park City, Utah
- Salt Lake City, Utah
- Snowbird, Utah
- Solitude, Utah
- Sundance, Utah
- Eden, Utah
- Huntsville, Utah
- Brighton, Utah

## RESULTS

- 1,919,896 IMPRESSIONS
- 0.37% CTR
- 0.06% BENCHMARK CTR FOR INDUSTRY
- 524% RELATIVE PERFORMANCE
- 1.47% SHADOWFENCE RETARGETING CTR