

# VERTICAL IMPRESSIONS

## CANADA'S FASTEST GROWING RESIDENTIAL DIGITAL OUT-OF-HOME COMPANY

- Canada's largest network of residential elevator screens.
- We're the only network of its kind: digital out-of-home (DOOH) powered by AI.
- Providing a pandemic resistant audience. The preferred "in-home" medium of DOOH.

### REAL-TIME TARGETING OPTIONS

AGE + GENDER



WEATHER



LOCATION



TIME + DAY



PROPERTY TYPE



GLASSES



Starbucks

# CASE STUDY



Ad creative 1: rainy + snowy weather



Ad creative 3: ages 18 - 34



Ad creative 2: AM only

IMPRESSIONS: 4 MILLION

KPI: CONVERSIONS TO STORE VIA APP

HOW THEY TARGETED

AGE + GENDER



TIME + DAY



WEATHER

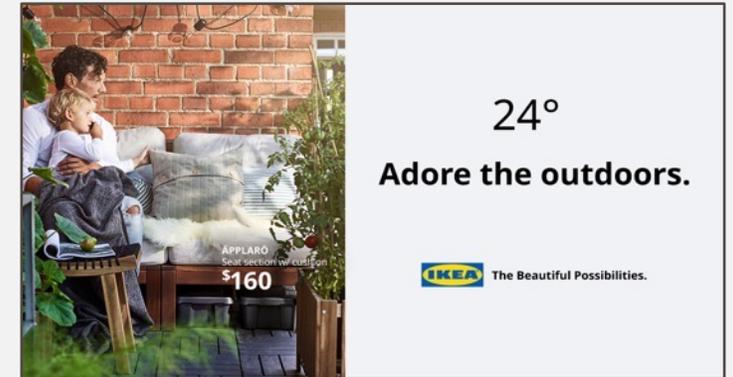


Ikea

# TARGET USE CASES



Ad creative 1: rainy weather



Ad creative 3: buildings with balconies



Ad creative 2: PM only

IMPRESSIONS: 6+ MILLION

KPI: VERIFIED TARGET AUDIENCE

HOW THEY TARGETED

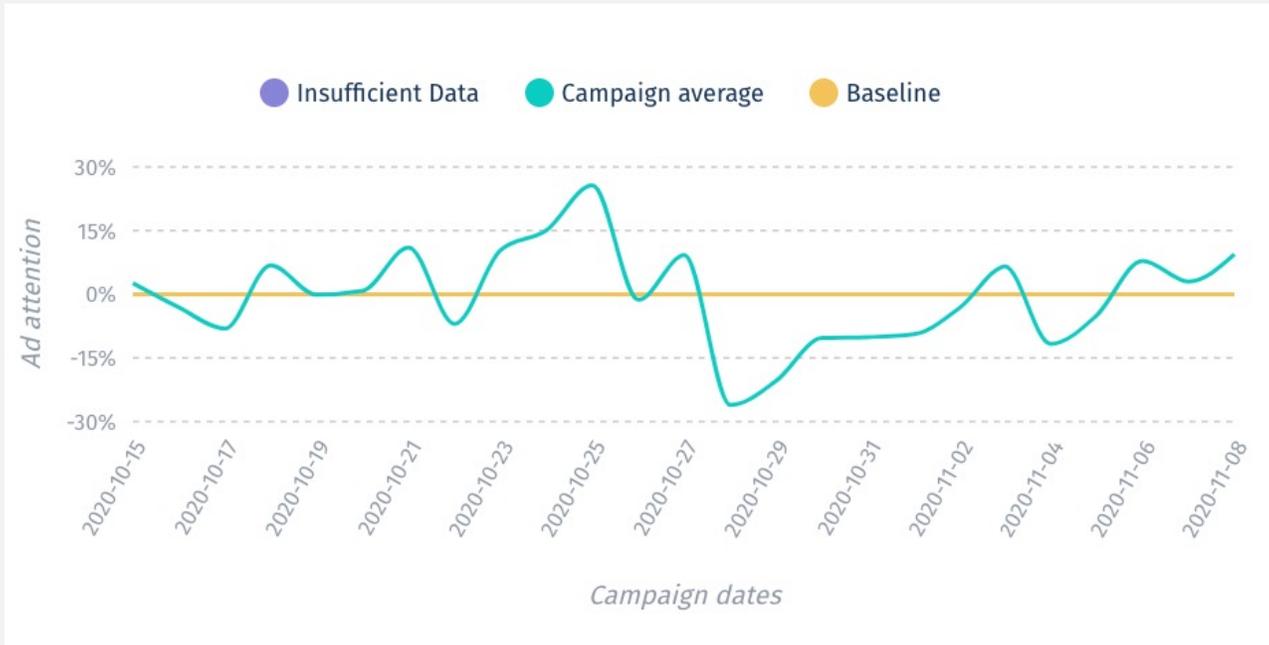
PROPERTY TYPE 

TIME + DAY 

WEATHER 

# POST CAMPAIGN REPORTING

## AD ATTENTION OVER TIME



**Insight:** LCBO sales in downtown Toronto grew **+32.2%** vs last year during the period of this campaign.

## AD CREATIVE A/B TESTING



AD CREATIVE 1

### HIGHEST PERFORMING DEMOGRAPHIC

**Women** **Age** **Toronto**  
55+

Ad attention: **+161% above avg**

### LOWEST PERFORMING DEMOGRAPHIC

**Female** **Age** **Toronto**  
35-44

Ad attention: **-14% below avg**

SERVED IMPRESSIONS: **206,205**



AD CREATIVE 2

### HIGHEST PERFORMING DEMOGRAPHIC

**Men** **Age** **Toronto**  
55+

Ad attention: **+206% above avg**

### LOWEST PERFORMING DEMOGRAPHIC

**Male** **Age** **Toronto**  
35-44

Ad attention: **-22% below avg**

SERVED IMPRESSIONS: **209,765**