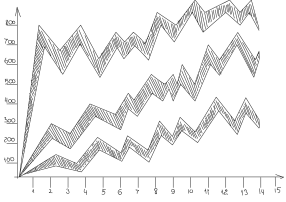


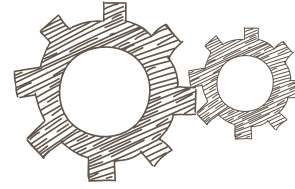
Uber Unlocks OOH

UBER

# UBER



**Challenge:** To measure the effectiveness of Uber's billboard advertisements in specific areas.



**Execution:** Measure by using third-party sources and the number of app opens during the measurement phase.



**Solution:** Comparing the advertisement reach to the number of app opens during the measurement phase.



**Results:** 1,037,592 Total Uber App Opens across chosen sites during the campaign.

