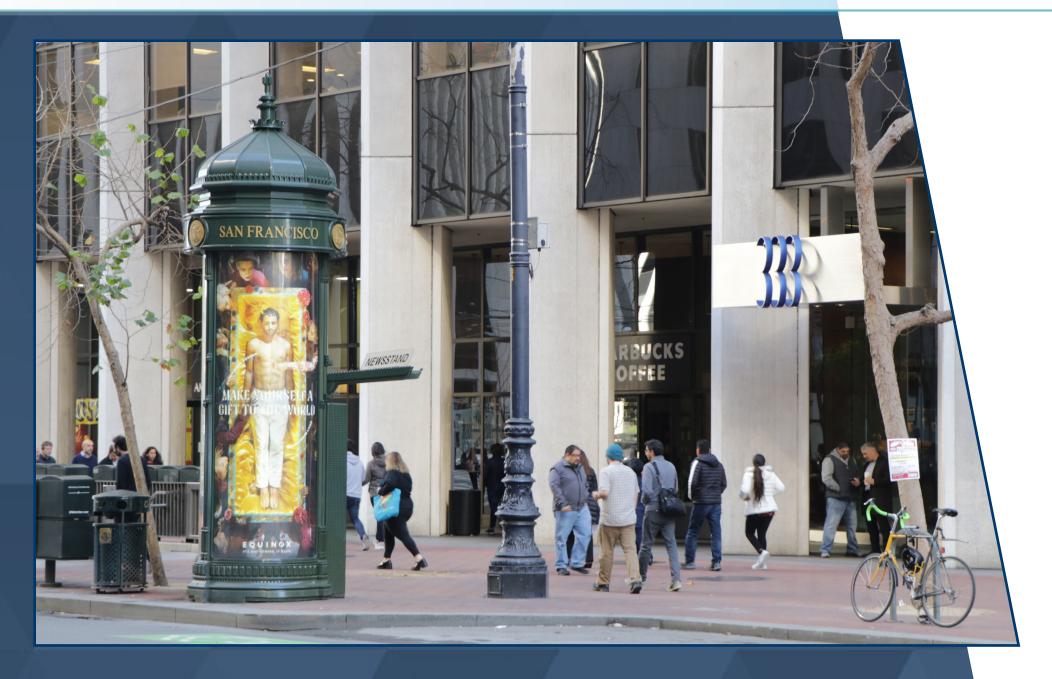
## **JCDecaux** DATA SOLUTIONS **EVALUATE**







Market San Francisco, CA



**Flight** January 2020



Equinox



**Targeting** Locaions



## Goal

Utilize awareness messaging in OOH media in San Francisco to drive traffic to the Equinox locations

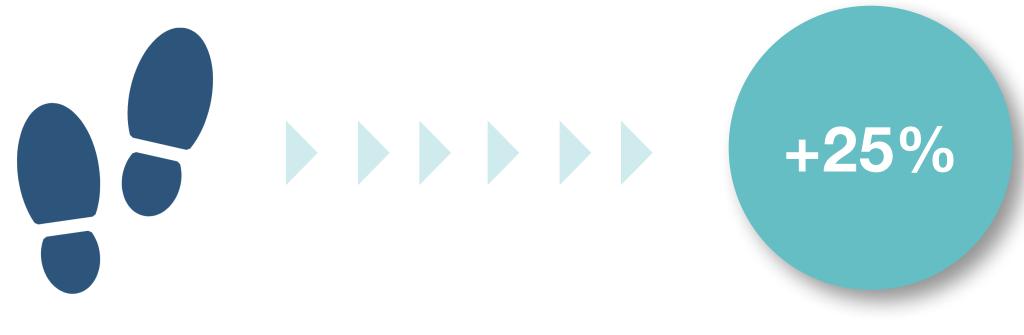


**Sample Size** 

Exposed = 17,891Control = 23,854



## **Results:**



Visits to Equinox Locations

Peak Visitation occurred on Thursdays and in the late afternoon/early evening (5PM)

Powered by: ubimo

19 OOH Street Furniture Placements