

Case Study

OnScreen Media, a fully-managed digital advertising company, was looking for strategies to retain and grow their client base. With a foundation in cinema advertising, OnScreen Media partnered with Choozle to integrate hyperlocal digital advertising capabilities into its service offerings to bring added value for their clients.

The Objective

- Integrate programmatic advertising into their existing cinema advertising business
- Facilitate better-targeted advertising campaigns with geofencing & geoframing targeting
- Achieve incremental new business by continuing to deliver positive results

The Solution

OnScreen Media partnered with the Choozle team to launch their digital advertising capabilities with a focus on geofencing & geoframing to achieve success for their existing clients as well as win new business. Having clients that span multiple industries and locations, OnScreen Media wanted a targeting solution that would be successful for all of their clients. Their client base includes national quick-serve restaurants, local colleges & trade schools, real estate providers, travel destinations, and so many more.

Utilizing the Choozle platform, OnScreen Media can accurately forecast, launch, manage, and report on their campaigns that leverage geofencing & geoframing. These targeting tactics enabled them to specialize in hyper-local advertising campaigns without being limited to postal codes.

As a result, OnScreen Media successfully scaled to 140 clients that generated 384,084,028 total impressions, 610,883 total clicks, and an average \$2.30 CPC.

Key Results

140+
clients launched

384M
total impressions
served

610,883
total clicks

\$2.30
average CPC

“OnScreen Media was able to successfully scale our digital advertising service offerings, thanks to Choozle. The results our clients achieve from geofencing, and geoframing targeting tactics have enabled us to keep and grow our client base.”

–Joel Ross, Advertising Manager, OnScreen Media