

PinPoint Reach Delivered:

- 351,102 Impressions
- 807 “Clicks” from people requesting more info (sent to Big O Tires website)
- .23% CTR
- 465 In-Store Visits from handsets exposed to the ads (tracked by PPR)



Ads were served to devices throughout Las Vegas DMA

Big O Tires				
Ad Impressions	Clicks	CTR	Store Visits	
351,102	807	0.23%	465	



300 x 250 Web/Mobile Ad



728 x 90 Web Ad

