

A nighttime cityscape with various digital billboards. In the foreground, a large red billboard displays the text "GET YOUR BRAND ON." To the left, another billboard shows the "blip" logo. In the background, several smaller billboards also feature the "blip" logo. The city lights and buildings create a vibrant, modern atmosphere.

blip

DIGITAL BILLBOARDS for the Internet Age

OVER

80K

ADVERTISER ACCOUNTS



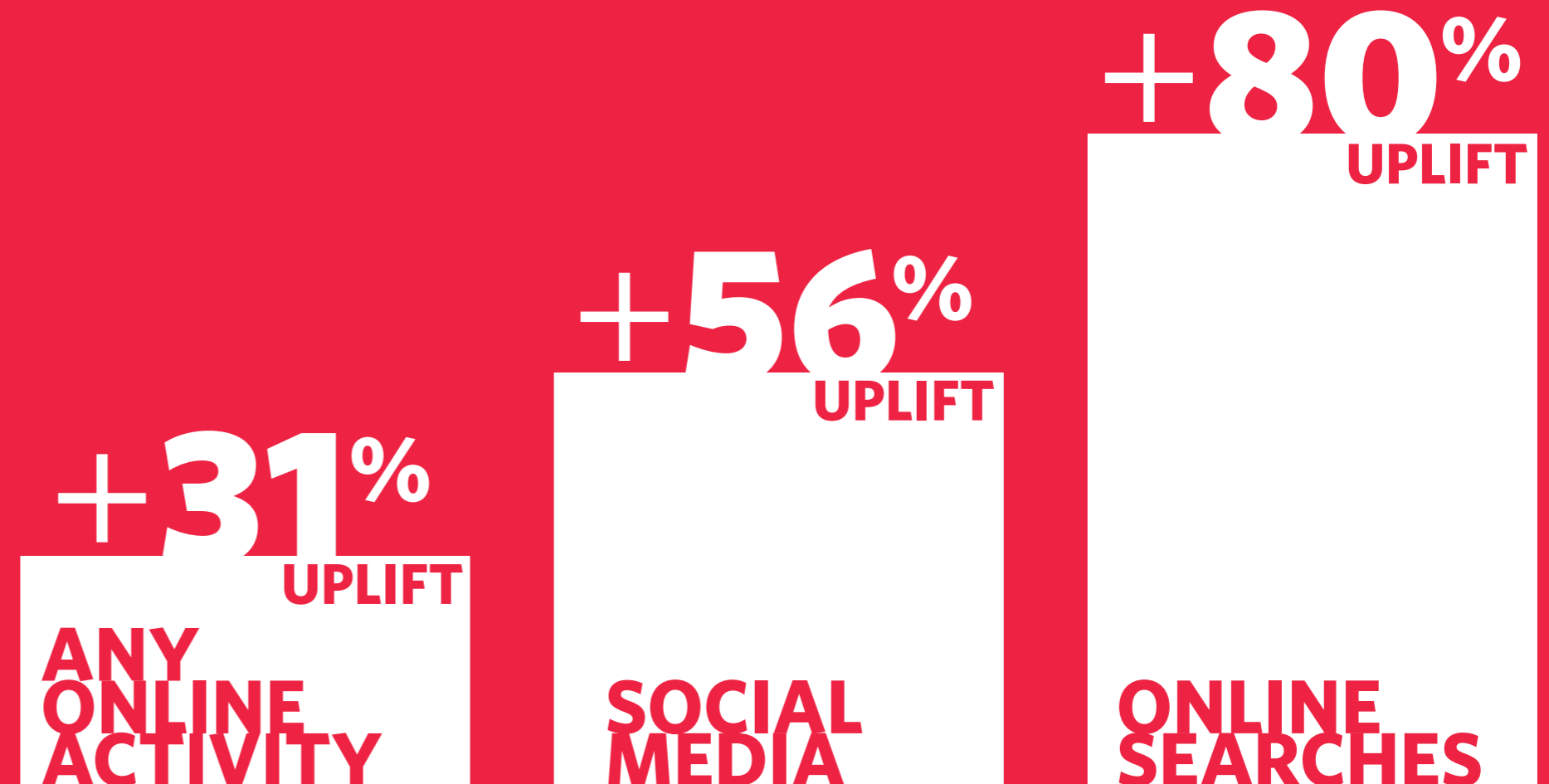
OOH ADS BOOST THE EFFECTIVENESS OF ALL CHANNELS

Nearly 5 in 10 U.S. residents age 18 or older (46%) have used Google, Bing, Yahoo or another Internet search engine **to look up information after seeing or hearing something advertised on a billboard**, bus shelter, movie theater, or other outdoor advertising in the past six months.

Nielsen - Ads Driving Online Activity 2017

90% of U.S. residents age 16 or older, who have traveled in a vehicle in the past month, **noticed some form of out-of-home advertising**, and **80% have noticed OOH in the past week**.

Nielsen - Out-Of-Home Advertising Study 2016



By using OOH advertising, **Customer loyalty was found to have improved by 275%** – with online search uplift of 80%, Social Media 56%, and other Online Activity 31%.

Source: IPA Databank case studies 2004-2019

How Blip Works for Partners?

- Pay as you go or Prepay your Client's Budget
- Grow Client's Brands
- Create Awareness

"Blip has provided us with a seamless and simplistic avenue of offering and managing traditional marketing alongside our digital marketing services. Our client's love their billboards, especially at Blip's game-changing prices."

-Bradyn Jones, Red Olive

Partnerships@BlipBillboards.com

Cost

Pick any Budget & Never Go Over it

Finally, you can enjoy digital billboard advertising on any budget. When configuring your advertising campaign, you'll just enter the daily budget that is right for your client; and Blip will automatically keep your advertising cost within budget.

Only pay for ads displayed

Pay Per Blip means you will only be charged when your billboard ad is displayed. Blip is a pure marketplace, and you decide how much you're willing to spend for each blip. Your ad won't display if your "Max per Blip" setting is too low for the ever-changing market value, so you won't pay a cent. On the flip side, if your Max is higher than current rates, you won't pay a penny over current market rates.

Sign up for our Agency Program here:
<https://www.blipbillboards.com/agencies/>