

YESCO + Blip: The 1st Year

YESCO is a veteran in outdoor advertising and one of the most recognizable brands in the industry. It operates over 2000 faces in the western United States including digital assets in Utah, Idaho, Nevada, and Oregon. In June 2016, YESCO's Outdoor Media division partnered with Blip®, the self-serve, pay-per-flip™ billboard marketplace.

NEW REVENUE, AND LOTS OF IT

By making YESCO's digital inventory available to the 98% of advertisers that previously could not afford the medium, Blip dramatically increased the number of paying customers, bringing in over 600 new advertisers—almost nine times more than YESCO had on traditional contracts during the same year. By the end of the first year, revenue from Blip® advertisers had already resulted in an **11% increase in top-line revenue** and was continuing to grow steadily month-over-month.

NO MORE VACANCIES

Before Blip, YESCO often experienced vacancy rates similar to the rest of the industry—30-50% depending economic conditions. By reducing the minimum transaction size down to a single flip and requiring no term commitment, Blip made YESCO's digital inventory available to literally every advertiser in the geographies they serve. Blip entirely eliminated YESCO's vacancies, filling them instead with paying customers. YESCO now has an **occupancy rate of 100.0%**, regardless of season or geography.



GEO
TARGET



TIME
TARGET



DAY
TARGET

HIGHER EFFECTIVE RATES

Blip's platform enables advertisers to execute single-flip transactions, which allows them to buy as much or little space as they need. Additionally, the platform makes it possible to target customers by geography, by time of day & day of week, and to automatically maximize impressions for a given budget. This budget granularity and higher efficiency result in marketplace customers being willing to pay higher per-flip rates than traditional retail customers—currently 113% of YESCO's effective retail rates. On some boards, YESCO consistently earns 2-3 times their retail rate through Blip.

Contact Blip® Today!
(801) 960-2422

blip Tools for the future

ALL NEW ADVERTISERS

The new advertisers that came in through Blip® currently spend an average of just over \$19 per day. The average duration of a Blip campaign is roughly 29 days. These metrics profile an advertiser that would have never bought a traditional retail contract. Additionally, this modest monthly revenue per advertiser, combined with a short campaign length, would have been impossible for YESCO to service profitably. Blip's marketplace advertisers do not come from the 2% of advertisers previously on the medium, but instead from the pool of advertisers that haven't historically had access to billboard advertising, primarily because of budget constraints.

CONSOLIDATED SCHEDULING & FULL FUNCTIONALITY

Blip's scheduler and player software enabled YESCO to schedule all of their traditional contracts across all their digital inventory through a single application, regardless of a unit's manufacturer. Blip's software also provided all the functionality used by all of YESCO's existing advertisers.

Furthermore, Blip's platform provided marketplace advertisers with additional functionality that hadn't been available anywhere in the industry:

- Time of day pricing control
- Web triggers that enable a campaign based on temperature, box scores, etc.
- Day-by-day CPM, coverage, and spend analytics

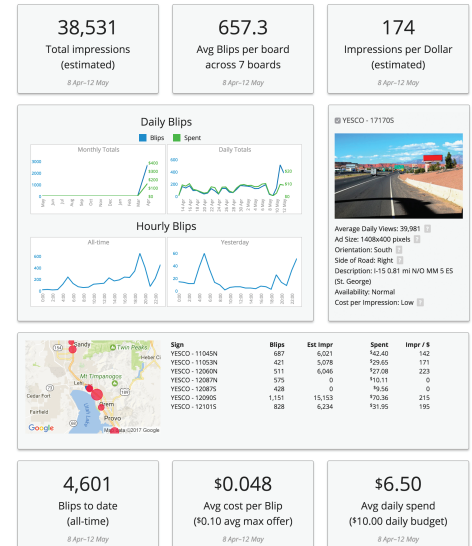
DECREASED OVERHEAD

Blip eliminates most of the costs associated with serving out-of-home advertisers of any size and makes billboards accessible to every organization. YESCO bears none of the cost of servicing marketplace customers:

- Marketing
- Sales
- Contracting
- Setup & Onboarding
- Billing & Collections
- Customer Service

Sale #14B Campaign

*Note: Stats do not show exposure for the current day. They are updated daily.



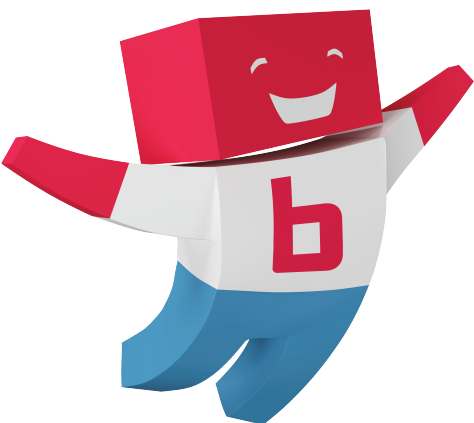
THE FUTURE WITH BLIP

Advertisers, especially those at smaller and younger organizations, demand the data and controls they've become accustomed to online.

- Robust analytics
- Enabling/disabling campaigns
- Audience targeting
- Self-service and setup
- A/B testing
- Pay-as-you-go pricing

Blip's platform provides all the same benefits that online advertising has offered advertisers, but on a medium that has real-world impact and is immune from ad-blocking.

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Success statistics

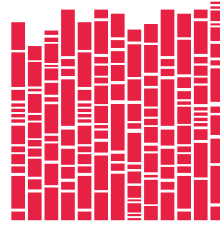
100%

100% Digital Occupancy

Every billboard, every impression, every second of every day.



VS



9× More Advertisers

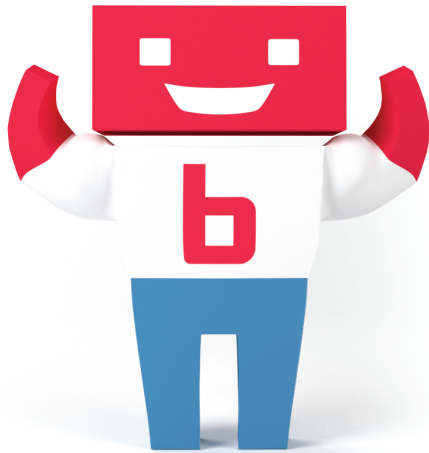
Blip® added hundreds of advertisers that weren't possible for YESCO to service before.

Retail

blip

113% of Retail Rates

YESCO currently makes 113% of their full retail rates per flip through Blip® (and growing).



11% More Revenue

Weekly Revenue



11% Digital Growth

May 2016 - April 2017

Monthly Revenue



Steady Monthly Growth

May 2016 - April 2017



New economics

CONCLUSION

Given the nature of digital media, there is no compelling reason why small-budget advertisers should be absent from digital signage. The vacancy rates and fixed pricing associated with traditional OOH contracts are symptoms of under-utilization of billboard assets across the industry. We estimate that billboard owners are currently realizing about 50% of the full value of their digital assets. The remaining value can be captured by (1) eliminating vacancies and (2) shifting prices upwards in response to increasing advertiser demand.



As a veteran of the outdoor advertising industry, YESCO has a long history of recognizing and adopting innovations that lead to better outcomes for sign operators and customers. YESCO recognized Blip's self-serve, pay-per-flip™ marketplace as the future of the digital billboard industry and adopted it across its entire digital operation. The results are remarkable, both financially and operationally.

The benefits of opening the medium to all advertisers and giving them the tools they are accustomed to in other channels are clear. YESCO has now demonstrated over the last year that offering advanced functionality and pricing will also be transformational to billboard owners and the industry as a whole.



Blip Billboards

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"Blip has fundamentally changed the economics of digital for YESCO."

Pat O'Donnell, President
YESCO OUTDOOR MEDIA

"Blip's marketplace is the only platform that makes digital billboards available to 100% of advertisers, regardless of size, sophistication, or budget. This universal accessibility is critical to reaching the full economic potential of digital assets."

Brent Thomson, CEO
BLIP