

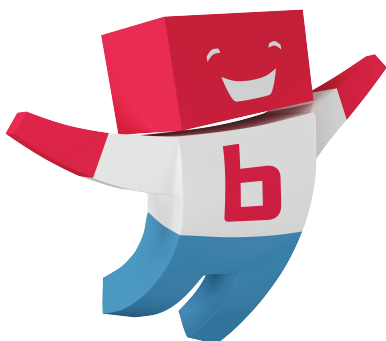


## YESCO + Blip: The 2nd Year

After the first year with Blip, Pat O'Donnell, President of YESCO Outdoor Media reported that Blip had “fundamentally changed the economics of digital for YESCO” by adding an additional 11% to its revenue without adding to expenses. Blip followed up with YESCO to learn what impact it had in the second year—YESCO's first full year with an established Blip marketplace. The results are nothing short of transformational for YESCO and the digital billboard industry at large.

### 16% MORE CASH—STRAIGHT TO THE BOTTOM LINE

YESCO's revenue from Blip in the second year added an extra 16% on top of their digital revenue from traditional contract sales. Blip added no additional costs to YESCO's operation and, as a result, 100% of the Blip revenue flowed straight to the bottom line, having a multiplicative impact on profits.



*Hey sign operators, what would happen to your profit margins if Blip added 16% more revenue to your top line without adding any expenses?*



### A WHOLE NEW REVENUE PIE

Blip brought **1,047 new Advertisers** to YESCO in the second year. 94% of Blip advertisers report that they had never used billboards before or would have never purchased a traditional billboard contract. These findings confirm what YESCO's revenue numbers from traditional contract sales show—that instead of taking a cut of the pie, Blip brings a whole new revenue pie to the table.

**1,047**  
NEW ADVERTISERS



# Efficiency & Growth

## NEW SALES EFFICIENCIES

When asked, YESCO's internal sales staff reported that Blip didn't cannibalize traditional sales. With that concern resolved, YESCO implemented an incentive program to reward its sales staff who refer smaller-budget advertisers to the Blip marketplace. Now YESCO's sales staff have something to sell every advertiser they talk to—increasing their personal commissions and improving YESCO's bottom line.

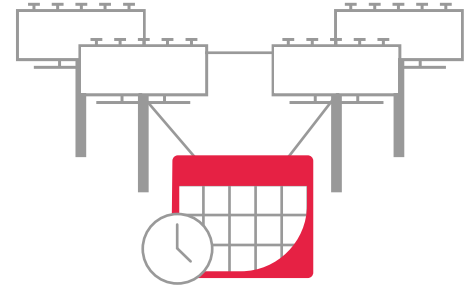
### Increased Digital Occupancy

## UPWARD PRESSURE ON CONTRACT RATES

With Blip selling nearly all of the vacant space allocated to the marketplace, YESCO was able to enjoy increased digital occupancy through the second year. This allowed YESCO to maintain contract rate integrity in a competitive environment—even increasing rates on some boards.

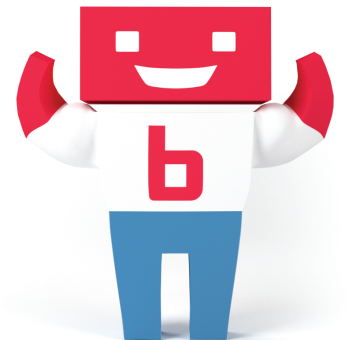
## IMPROVING CAPITAL EXPENDITURES

In response to shortening its payback period on the purchase of new signs, YESCO has ramped up its digital billboard purchasing. Last year, YESCO added two and a half times more digital billboards than it had on average over the previous 3 years.



## ALL MAJOR MANUFACTURERS ONE SCHEDULING SYSTEM

YESCO's digital inventory was historically made up entirely of its own product; but over the last year, YESCO's inventory expanded to include billboards from other manufacturers as well. Because Blip's cloud-based scheduling system works with any billboard, YESCO was able to seamlessly add these new boards to its inventory and schedule them all from a single interface. Maintaining one scheduling system across all manufacturers saves YESCO time and money.



**Contact Blip® Today!**  
**(617) 549-8316**



# Paving the Way for DOOH



As a 98-year veteran of the outdoor advertising industry, YESCO has a long history of adopting innovations that lead to better outcomes for operators and advertisers. Recognizing Blip's vision as the inevitable future of the digital billboard industry, YESCO adopted it across its entire digital operation in 2016. The results have set a new standard for the digital billboard industry and digital out of home advertising broadly. Not only has YESCO multiplied profits, improved operational efficiencies and accelerated growth, but it has also offered the industry a model for widespread adoption.

Over the last year, Blip has rapidly expanded its partnerships beyond YESCO to include over 60 operators in 22 states. With the addition of each operator, the benefits of Blip expand for advertisers and operators alike.



## Blip Billboards

contact@blipbillboards.com  
617-549-8316

1591 W 820 N, Provo, UT 84601  
www.blipbillboards.com

**"There are a lot of great things going on in the industry, but we've not seen anything that comes close to the impact Blip has on profitability."**

*Pat O'Donnell, President*  
**YESCO OUTDOOR MEDIA**

**"Now that we have integrated Blip as an additional product line, our account executives have a product that they can offer to advertisers with smaller ad budgets or for those who need non-traditional advertising schedules. This allows our account executives to add to YESCO's revenue without the worry of affecting their traditional sales. "**

*Gina Stratford, Sales Director*  
**YESCO OUTDOOR MEDIA**

**"Small businesses become large businesses, and having thousands of new small advertisers using the medium is good for all of us. I also run Blip campaigns for some of my larger accounts to clear out excess budget and run short-term or time-of-day specific campaigns."**

*Lee Houghton, Account Manager*  
**YESCO OUTDOOR MEDIA**