

A nighttime cityscape with several digital billboards. One billboard in the foreground displays the text "GET YOUR BRAND ON." in white on a red background. Other billboards in the background show the "blip" logo. The city lights and buildings are visible in the background.

# blip

## DIGITAL BILLBOARDS for the Internet Age



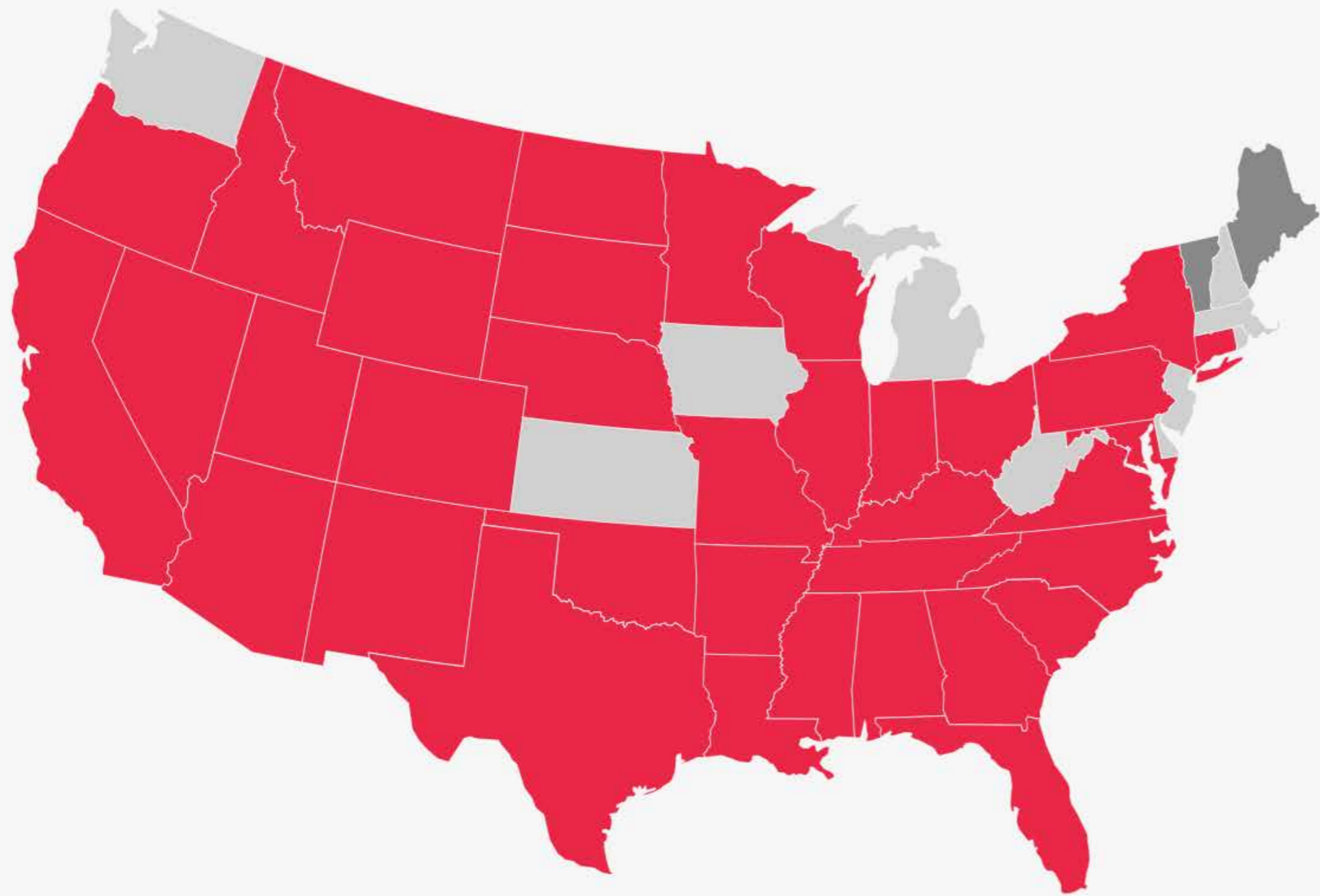
OVER

60K

ADVERTISER ACCOUNTS







## 600+ Boards Across the United States

Since the beginning of 2018, Blip has added an additional 30+ boards on average each month

# Every Business. Any Budget.

Billboard advertising works. And with Blip, it works better. Now you have total control over your message, your exposure, and your budget. Blip's digital billboard marketplace puts the right tools at your fingertips, with:

- No minimum budget
- No term commitment
- Start/stop a campaign any time
- Self-service setup

You set your budget. You control your campaign. No guessing and no waiting. Your message can appear within minutes of uploading it. Only want to advertise for one day? No problem. Want to change your creative every hour? Go for it. Want to show a different ad based on the weather or the box score? Now you can.

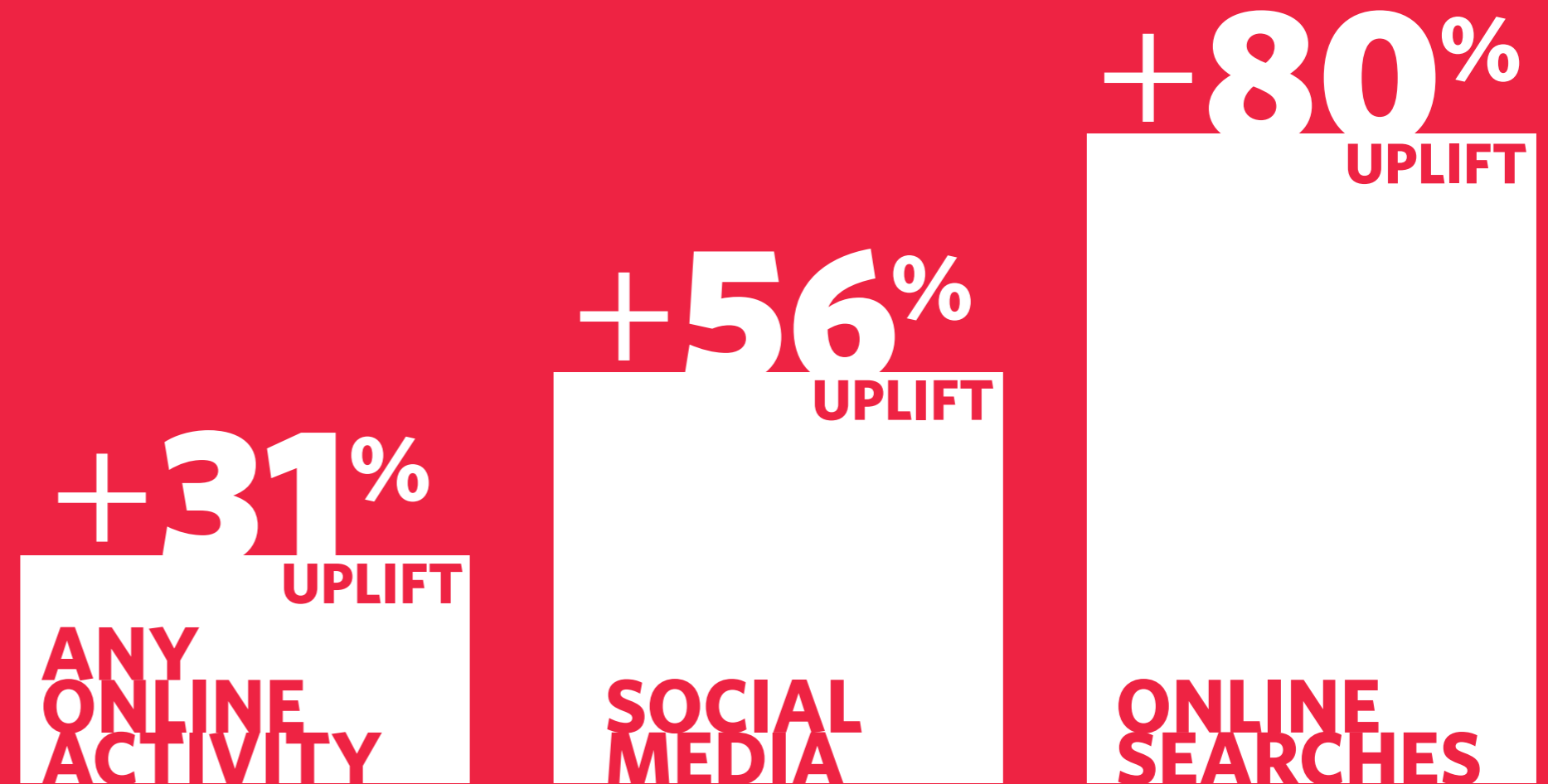
# OOH ADS BOOST THE EFFECTIVENESS OF ALL CHANNELS

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*

**91% 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 **79% 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 2004-2016

# 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*

## 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/>**