



TESTIMONIAL



CROSSPATHS GOES OUTDOOR FOR ONLINE SUCCESS

“High Speed Results”

THE PROBLEM:

When CrossPaths.net began providing Internet service, advertising was not a top priority. CrossPaths survived its first year mainly by word of mouth, with the exception of a small amount of local newspaper advertising. When CrossPaths moved their offices to Des Moines they needed to announce their services to a new market. They turned to Clear Channel Outdoor to help them make the announcement of their services and differentiate their business from other local Internet service providers by making their name stand out in a market that was already saturated with competition.

THE PLAN:

A 30-sheet posting program was used to introduce CrossPaths.net to the Des Moines metro market. In order to allow them to get the highest reach and frequency possible, three separate campaigns were created for each market. A #25 GRP posting showing was done in Des Moines for 12 weeks. Ames and Indianola each had a #50 GRP showing for a shorter key time period.

THE RESULTS:

The success of each outdoor campaign met or exceeded the advertiser’s expectations in all three markets. During its campaign in Indianola, CrossPaths had the largest number of new sign-ups since the company’s inception. Once the campaign launched in Des Moines, CrossPaths experienced a 25% growth in new sign-ups during the first four week period. Prior to the outdoor program, it would take six months for that same 25% growth.

CUSTOMER SAID:

“After the posters went up, we had growth of 25% in one month alone – roughly the equivalent of the number of internet users we would typically add in six months! I believed in outdoor advertising before, and now that belief has been unbelievably reinforced. We will definitely be doing more in the future!”

Jason Cross
President and CEO
CrossPaths.net



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“The Choice is Clear!”

