

CASE STUDY

Packd's Sky-High Success: DOOH Ads Boost Revenue by 225%

19%

Increase in Average
Engagement Time on Site

467%

Increase in Purchases from
Organic

225%

Increase in Revenue

About Packd

Packd is a travel service offering pre-paid mailer bags to send your vacation clothes home, leaving more room for all the stuff you find along the way.

The Problem

Packd targets two main audiences: business travelers and families. They needed to reach these audiences while they were experiencing the pain point that Packd solves.

The Strategy

97th Floor launched digital OOH ads (both GIF and still images) in four major airports, tailoring the ad copy and creative to each location.

Results

By putting Packd's audience first and experimenting with a new channel, Packd saw incredible results running this campaign even on a small budget.

19% increase in average engagement time on the site
467% increase in purchases from organic; 120% increase in purchases from direct
225% increase in revenue!

Chicago Midway International Airport (MDW)
Minneapolis-St Paul International Airport (MSP)



Orlando International Airport (MCO)
Orlando Sanford International Airport (SFB)



Daniel K. Inouye International Airport (HNL)

