

Morton College

Strategy

Morton College launched 15 rideshare cars in Chicago, IL for 24 weeks, sending cars to high impact areas throughout the city. Carvertise, in conjunction with StreetMetrics, tracked the Morton College cars to study visitation rates to their website after being exposed to their Carvertise cars.

Results

2,691

INDIVIDUAL VISITS

to the Morton College website after exposure to Carvertise cars during a 6-week tracking period.

5.78%

VISITATION RATE

to the Morton College website after exposure to Carvertise cars during a 6-week tracking period.

