

Rita's Water Ice

Strategy

Rita's Water Ice launched Rideshare cars in Philadelphia, PA for 8 weeks, strategically targeting key city areas and major events such as concerts and professional sporting events. Carvertise, in conjunction with StreetMetrics, tracked the Rita's Rideshare cars to study visitation rates to 125 locations after being exposed to Carvertise vehicles. With nearly **4 million impressions** and a 5x frequency, the campaign reached 800,000 unique individuals, resulting in 8,000 conversions (1%) and an estimated **\$96,000** in ROI.

Results

74,000+

UNIQUE DEVICES

exposed to Rita's Water Ice cars during the Carvertise campaign.

779+

VISITORS

driven to Rita's Water Ice locations during the Carvertise campaign.

