



BLUE BITE | 2025

MEDIA REPORT

Campaign Innovation, Engagement & Impact at Scale.

• Media at Scale – Backed by Results



500+
DIGITAL MARKETING
INITIATIVES



600M
TOTAL
IMPRESSIONS



7.5X
AVERAGE
CTR LIFT

• What Drove Performance



MOBILE-FIRST, ANIMATED, AND LOCALIZED CREATIVE FORMATS
consistently exceeded performance expectations.



Regional targeting
increased mobile
campaign relevance
and impact.



Strategic delivery
cadence drove
sustained
engagement.

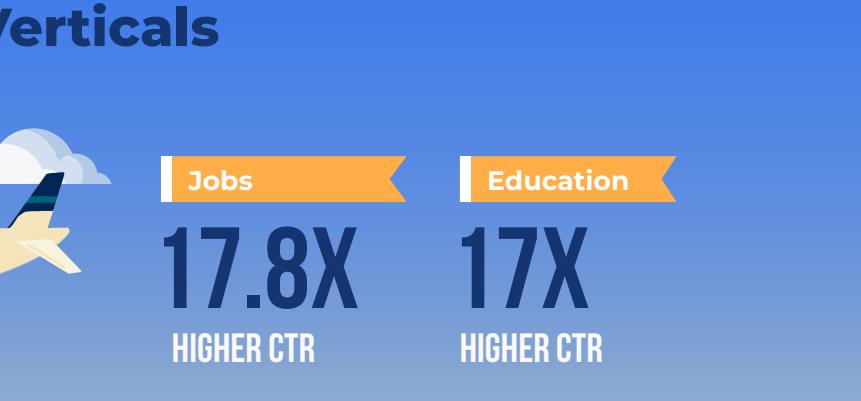


Real-time optimizations
ensured each
impression delivered
maximum value.

• Shadowfencing™ Impact

Shadowfencing campaigns —
Blue Bite's proprietary
dynamic geofence that
shadows mobile billboards —

**Up to
190% CTR INCREASE**



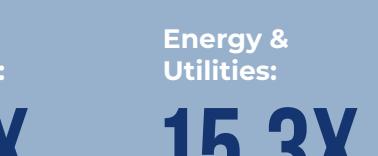
Shadowfence display
ads outperformed industry
CTR benchmarks by...

11.5X

Retargeting exposed users
drove an additional...

345% CTR LIFT

• Top Performing Verticals



Banking

13X
HIGHER CTR



Alcohol

11.3X
HIGHER CTR



Food & Drink

12X
HIGHER CTR



Education:

10.0X
HIGHER CTR

NICHE VERTICAL PERFORMANCE



Home Furnishings:

17.6X
HIGHER CTR



Energy & Utilities:

15.3X
HIGHER CTR



Health:

10.5X
HIGHER CTR



Education:

10.0X
HIGHER CTR

• Looking Ahead to 2026

Deeper investment in high-performing verticals.

Expanded shadowfencing and hyperlocal, geofencing activations.

Omnichannel delivery across Display, Video, CTV, and Audio.

Stronger ROI storytelling through footfall, brand lift, and conversion studies.

Smarter real-time optimization powered by AI and machine learning.

