



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

Travel
24X
HIGHER CTR



Jobs
17.8X
HIGHER CTR

Education
17X
HIGHER CTR

Banking
13X
HIGHER CTR

Alcohol
11.3X
HIGHER CTR

Food & Drink
12X
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.



Blue Bite

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