



CASE STUDY

Efficiently Increasing Ridership for a Local Transit Authority

How Q1Media delivered an exponential return on ad spend for ATL Xpress.

Campaign Quick Facts

435%

Return on Advertising Spend

7,000

Total Visits

5,000

In-Person Visitors



Here's What Our Client Has to Say

Q1Media is a great partner. Not only are they a pleasure to work with, but they also help strategize the best digital solutions for specific objectives. They have taught us a lot!



About the Client

Xpress, operated by the Atlanta-Region Transit Link Authority (ATL) is a commuter bus service that provides a valuable transportation option to the metro Atlanta region.

The Campaign Goal

Efficiently increase average daily boardings throughout Metro Atlanta's 13-county metro area.



Strategy

Q1Media was tasked with reaching individuals residing within 5 miles of Park and Ride sites who also work within 2 miles of a drop-off location. The scope encompassed Xpress and Peach Pass commuters employed in Downtown, Midtown, or Perimeter Center, commuters near Xpress Park and Ride or Peach Pass Express Lanes access points, and employers based in Downtown, Midtown, and Perimeter Center.

Q1Media employed Mobile Device ID targeting to identify those encompassed in Xpress' target audience and their common daytime and evening locations. This generated a custom audience that could be targeted with a mobile display to reach those on-the-go commuters. In addition, the mobile device IDs were matched to home IP addresses to deliver Cross-Platform Display and Pre-roll ads within the household.

Q1Media conducted a foot traffic attribution analysis to assess the effectiveness of 27 Park and Ride locations, connecting individual target audience members to specific sites.

Results + Success

The campaign ran from late October to mid-February, delivering over 7,000 visits from 5,000 visitors and resulting in a \$.75 cost per visitor and \$.56 cost per visit. For travelers, round trip fares ranged from \$5 to \$7, resulting in a 435% return on ad spend for the client.

In addition to increasing foot traffic to the advertiser's key locations, each media tactic performed exceedingly well. Cross-platform pre-roll achieved a click-through rate (CTR) of 2.80%, accompanied by a 59% video completion rate, while Display surpassed a 1.2% CTR.