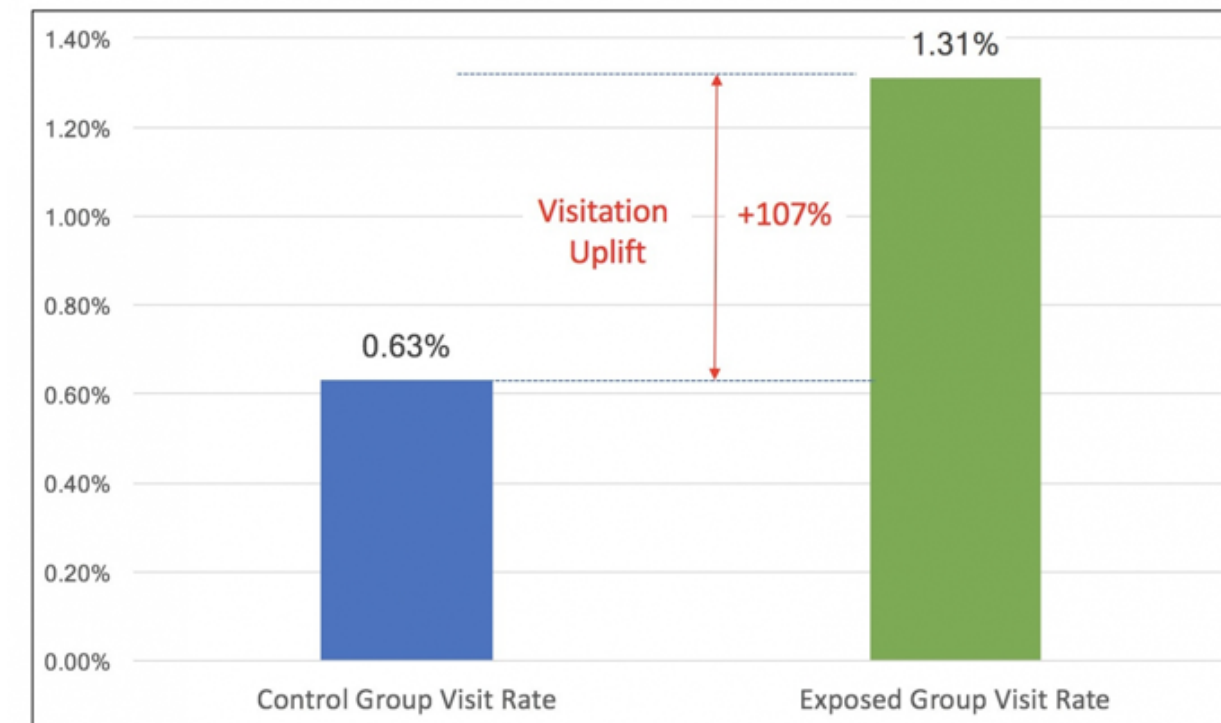


Proving the positive impact of outdoor advertising

Helping the global leader in outdoor advertising drive traffic for a high-profile museum client

- **The Customer:** JCDecaux Finland – a division of the world's largest outdoor advertising corporation JCDecaux Group – and their client, a Helsinki Museum
- **The Challenge:** proving that outdoor advertising had a significant impact on location visitation metrics
- **The Solution:** Mobilewalla Location Visitation Attribution.

[Read the case study.](#)



107%
Visitation uplift

