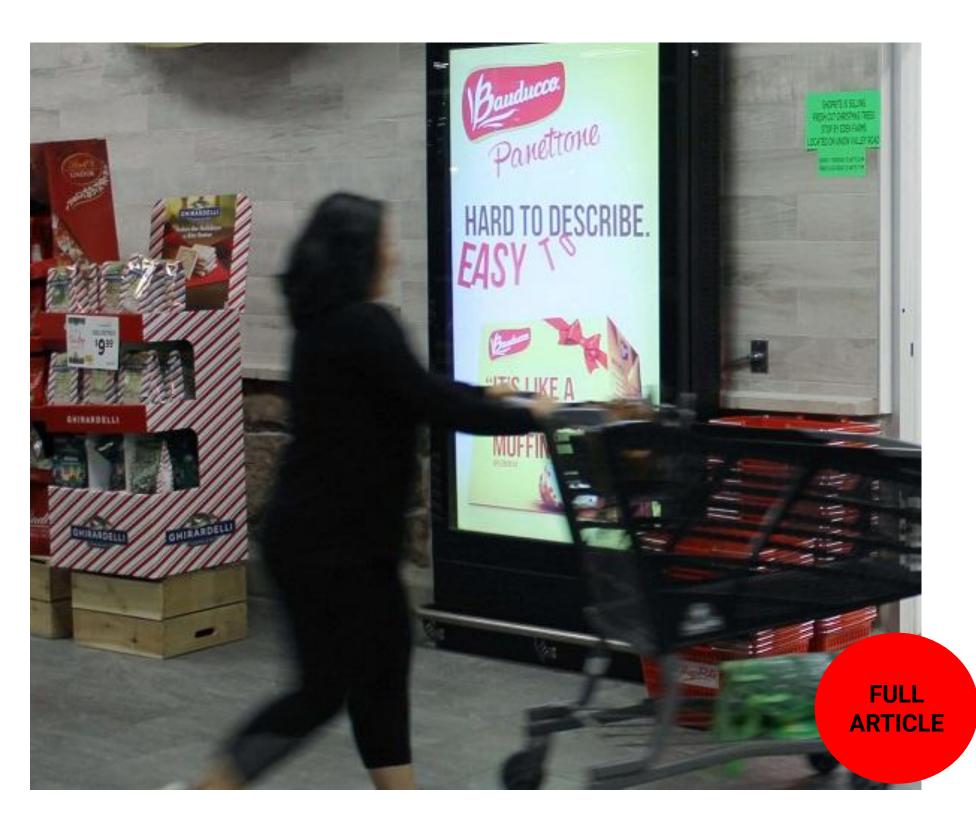
STARLITE | ELEVATING THE SHOPPING CENTRE EXPERIENCE WITH DOOH



CHALLENGE

Drive sales and introduce dynamic advertising in shopping centres across the US; fuel rapid digital expansion

Audience Shoppers

SOLUTION

Using Broadsign, Starlite is able to rapidly deploy digital displays that support full-motion video, audio, programmatic advertising, and other tools that drive significant sales lift for partner stores.

PRODUCTS

LOCATION **United States**

Highlights





Broadsign Control, Broadsign Direct, Broadsign Reach

• Programmatic capability

Dynamic content playback

Full-motion video + audio

14.5% sales lift due to Digital Screens alone