

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

Broadsign Control, Broadsign Direct, Broadsign Reach

LOCATION

United States

Highlights

- Programmatic capability
- Dynamic content playback
- Full-motion video + audio
- 14.5% sales lift due to Digital Screens alone