

# MADE YOU LOOK!

When **ABC Pet Resort** in Houston, Texas needed to drive growth, they knew they had to think from a bigger box. Like, a really big box. Investing **just \$60** on a test to advertise their Kinn Germ-Free Kleanbowl on digital highway billboards for one week. Average daily visits to their website **increased 37%**, and organic searches on Google for their brand **grew 22%** during the campaign. Their learning? **Pet parent clients care about germs and their pet's bowls and health.**



## What is a Digital Billboard?

A digital billboard is a billboard that displays digital images that are changed by a computer every few seconds. Digital billboards are used for advertising products, services, and could help your pet care business improve your success.

## How Can Digital Billboards Help?

With 90% of information being transmitted to the brain being visual, digital billboards capture the attention of millions of individuals every day. Nearly 80% of people have said they went to a store after seeing a digital billboard advertisement. What could a digital billboard do for your pet care business?

Contact Kinn at [marketing@kinninc.com](mailto:marketing@kinninc.com) to create your very own digital billboard! We'll talk about design, placement, and CTA (call to action) to ensure that your billboard reaches your goals and objectives.

EMAIL OUR MARKETING TEAM TO GET STARTED TODAY!  
[marketing@kinninc.com](mailto:marketing@kinninc.com)

