



The Advantages of Digital Billboards

Dynamic Ads

Heating and air conditioning company? You can set rules to dynamically run an ad for heating if the temperature drops below 55 degrees and an ad for air conditioning when the temperature is above 55 degrees.

Time Sensitive

Promoting events used to be a waste because the cost was so high. Now, you can promote an event until it occurs and switch out the artwork the minute it is over.

Engage With Customers

Are you looking to make a splash on social media by building a connection with your followers? Ask a question to your followers and dynamically add their responses to the billboards.

More Flexible

Need to have multiple different ads running throughout your contract? Simple. With digital billboards, all you need to do is upload your artwork and specify the days you want your ads to run.

Cost Effective

Short-run campaigns for a traditional billboard involve a lot of overhead because of the printing and installation. Digital billboards don't need printing or installation.

Shorter Lead Time

Once your artwork is approved, you can send your files to the digital billboard and it can be up in running in a matter of hours.