Effective Brand Building Through Billboard Advertising

An overview of Homie’s astonishing growth through the use of billboards.

Homie Revenue

- 45% TV, Online, Radio, etc.
- 25% Billboards
- 30% Customer Referrals

Map of Billboards

Homie has strategically targeted billboards near intersecting freeways and densely populated areas to maximize message exposure to 2.3 million people.

National Average Daily Impressions Based on Billboard Size

- 48 x 14’ - Junior (8 sheet) - 5k - 10k impressions
- 22 8 x 10 5’ - Medium (10 sheet) - 10k - 25k impressions
- Digital - 5k to 50k impressions

Based on Blue Line Media data.

Website & Search Results

Google search interest for Homie has skyrocketed since the billboard campaign began in early 2017, leading to increased brand awareness and online remarketing campaigns.

National Average CPM

Homie’s calculated $2.00 billboard CPM is lower than the national average CPM for major marketing channels.

Based on BPS Outdoor data.