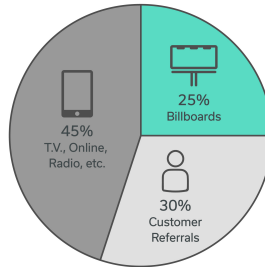




## Effective Brand Building Through Billboard Advertising

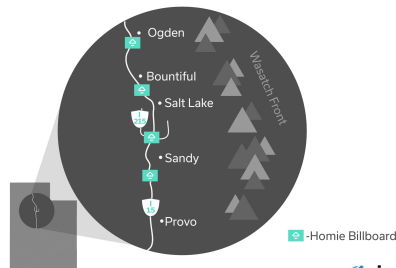
An overview of Homie's astonishing growth  
through the use of billboards.

### Homie Revenue

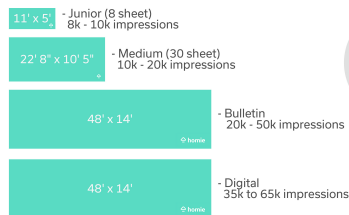


### Map of Billboards

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

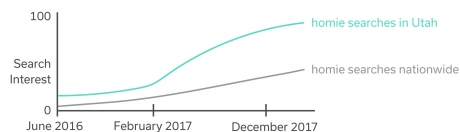


Based on Blue Line Media data.



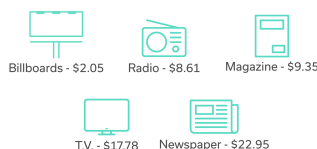
### Website & Search Results

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.

