Billboards Are Under-utilized

Cost is the single biggest reason

DEMAND FROM SMALLER ADVERTISERS IS GROWING

As a sign operator, you’ve probably already felt pressure from potential clients to open the medium to smaller budgets, especially on your digital inventory. The advertisers that aren’t in the 2% that use billboards often ask for:

- 1-week or 1-day contracts
- the ability to purchase remnants
- flexibility around scheduling

Making digital assets available to the 98% of organizations that haven’t had access in the past represents an enormous potential increase in revenue for sign owners.

BLIP GIVES ADVERTISERS AND SIGN OWNERS WHAT THEY NEED

Blip’s self-serve marketplace lets every organization advertise on billboards, regardless of budget. At the same time, Blip increases revenue and lowers costs for sign operators.

10X MORE ADVERTISERS

With Blip, your digital assets are available to all advertisers, not just big spenders.

ZERO REMNANTS

Since Blip’s marketplace can sell each flip individually, there’s always a buyer.

INCREASED PROFITS

Eliminating unsold inventory and increasing demand boost your bottom line.

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Read how YESCO doubled digital profits with Blip:
blipbillboards.com/yesco-blip-case-study