

RTC

LET'S GO MARYLAND PARKWAY



01 ◀

Who We Are

Who We Are



TruOutreach is dedicated to transforming community engagement by blending traditional and cutting-edge methods. We've helped companies expand beyond print to include banner ads, audio, and streaming TV, adapting as communication evolves.

Today, we leverage advanced AI from **Nloop.AI** to analyze automotive traffic patterns, identifying optimal zip codes for outreach. This approach ensures we inform the public with the greatest impact and lowest cost. By combining traditional strategies with real-time data, we create personalized, effective outreach, building stronger communities.

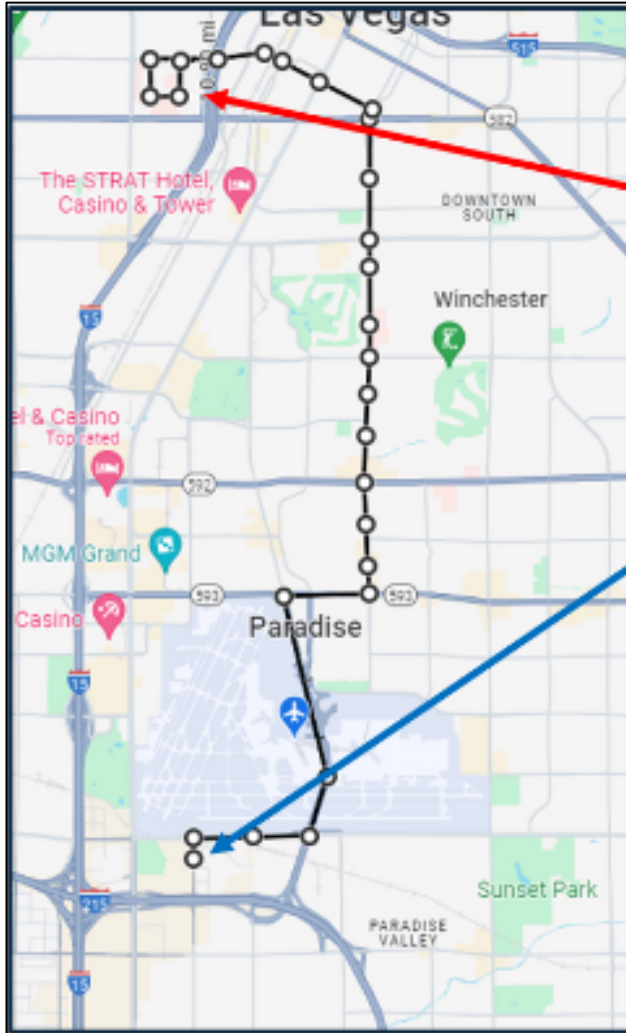




02 ◀

Research Insights

Research Takeaways



Maryland Parkway is a vital corridor for the Las Vegas Valley. It extends 13 miles from the **Las Vegas Medical District** in the north to the **South Strip Transit Terminal** in the south.

-  **707,000 Yearly Visitors**
-  **80,000 Jobs**
-  **9,000 Transit Riders**
-  **35,000 Vehicles**
-  **25 Route Connections**

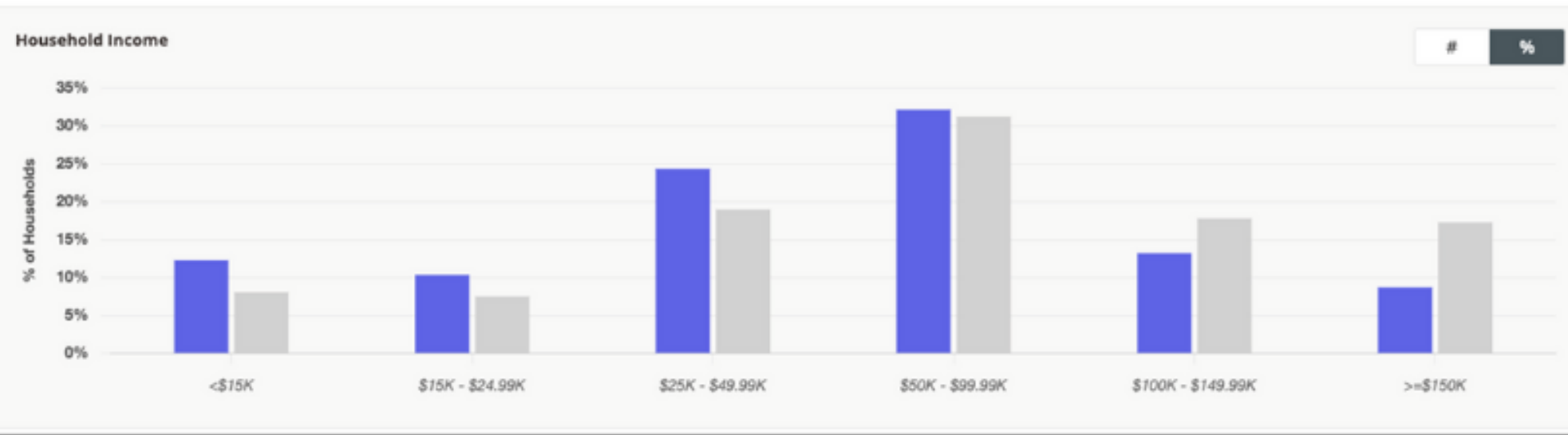
Visits	1.5M	Avg. Dwell Time	28 min
Visits / sq ft	0.37	Panel Visits	22.7K
Size - sq ft	4M	Visits YoY	+1.2%
Visitors	707.7K	Visits Yo2Y	+5.8%
Visit Frequency	2.11	Visits Yo3Y	+1.2%

Research Demographics



Nloop.AI's robust dataset enabled us to understand the demographic makeup, allowing us to identify key personas and effectively tailor our campaign messaging.

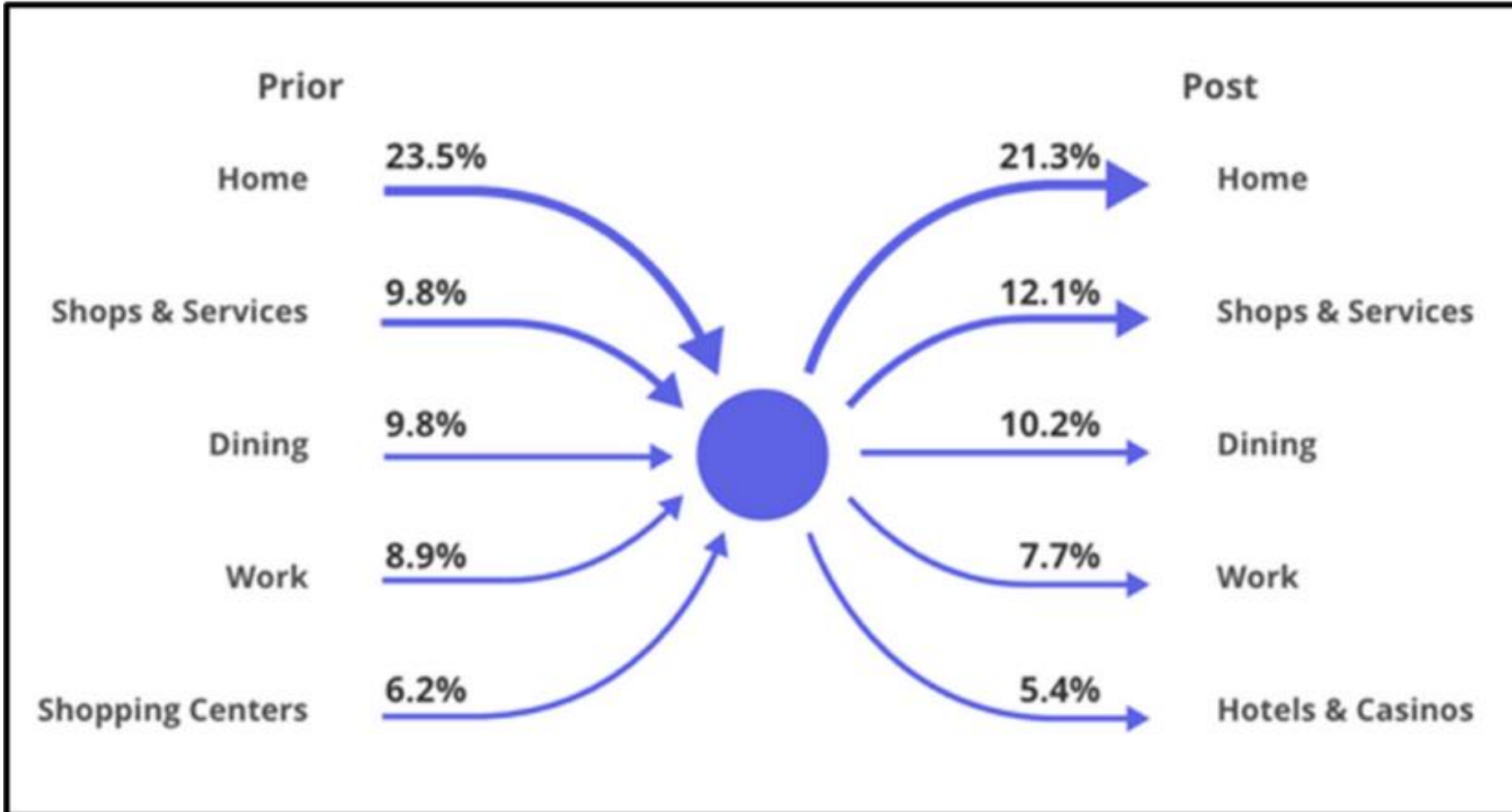
Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Maryland Parkway Corridor Maryland Parkway, NV	\$54.8K	17.5%	36.0	Hispanic (Ethnic) (42.9%)	2.69
Nevada	\$72.9K	26.7%	38.9	White (46.3%)	2.61



Visitor Journeys



TruOutreach leveraged Ai models to map customer journeys, tracking their movements to and from the Maryland Parkway corridor. This data was key in identify target audience & identifying personas' of real people.



Research Data Personas



Alexander

Age: 37

Occupation: Court Transcriber

Household Income: \$75,000

Location: Green Valley, NV

Commute: Travels daily via the Maryland Parkway corridor from Green Valley to downtown Las Vegas, making traffic or route changes highly relevant.

Media Channels: Display, OTT, Email, and Twitter



Maya Lee

Age: 21

Occupation: Full-time UNLV Student & Part-time Intern

Household Income: \$18,000

Location: Paradise, NV

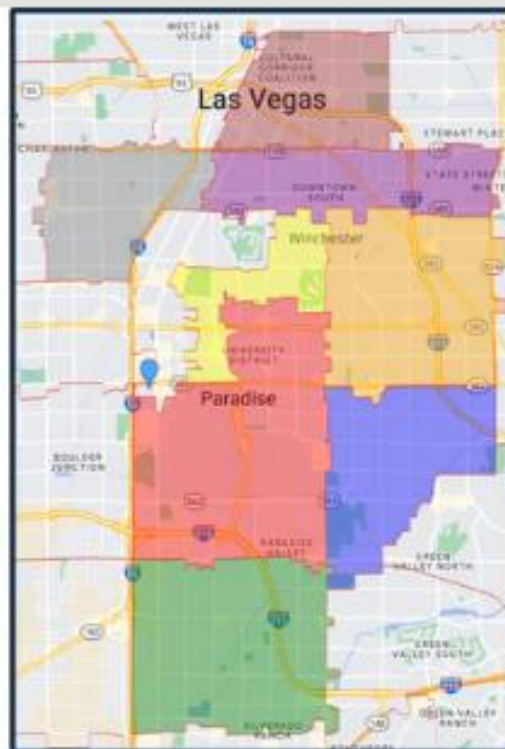
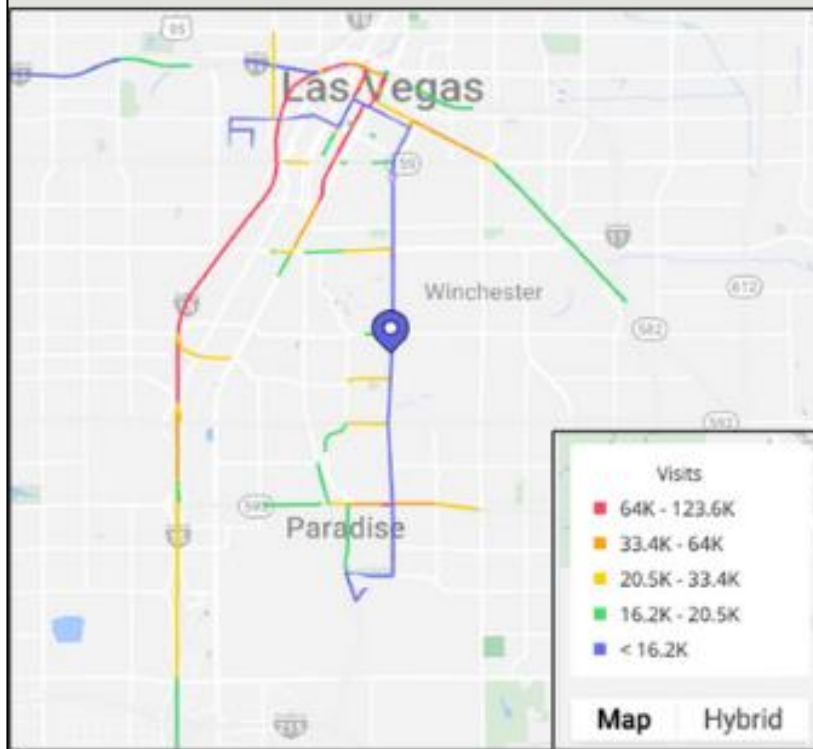
Commute: Drives from Paradise, Nevada to park on campus at UNLV, frequently using the Maryland Parkway corridor.

Media Channels: Meta, Pinterest, OTT, and Display

Target Geography



Our traffic pattern analysis in the construction area identified key regions for targeted outreach, leading to more effective and focused campaigns.



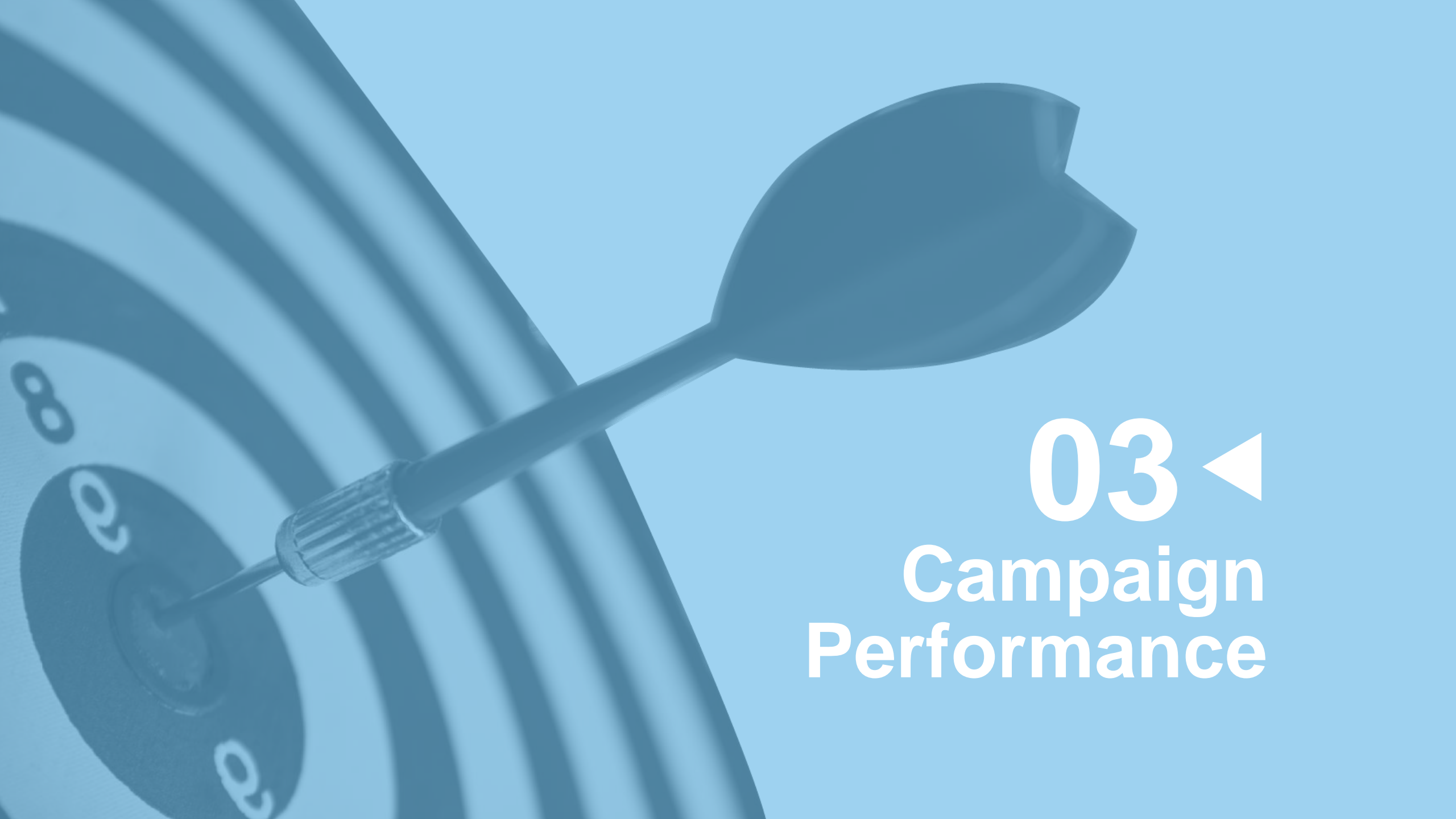
ZIP Code	Residents
89102	13,593
89104	14,774
89101	13,559
89169	9,145
89121	24,100
89119	18,216
89120	9,731
89123	22,320
TOTAL	125,438

Target Ethnicity



ZIP Code	Caucasian	African American	Native	Asian	Hispanic
89102	6,844	409	10	455	5,530
89104	8,023	430	12	929	3,818
89101	7,821	430	13	503	5,731
89169	11,169	653	11	1,012	4,827
89121	6,359	201	7	462	2,478
89119	14,675	689	29	915	7,325
89120	15,337	465	16	1,784	4,173
89123	5,734	411	9	400	2,325
TOTAL	75,962	3,688	107	6,460	36,207
SHARE	62%	3%	0.1%	5%	30%

Nloop.AI's detailed demographic insights helped determine the optimal split between English and Spanish language ads. The other non-Hispanic minorities weren't large enough to justify their own targeting, but we did recommend having creatives showing Asian minorities to address those other English-speaking audiences.



03 ◀
**Campaign
Performance**

Social Media Performance



**OVER 100k
ACCOUNTS
REACHED**



In less than 90 days
on social media.

Reach ⓘ

107.5K ↑ 133%

Content interactions ⓘ

2.8K ↑ 121.1%

Reach breakdown

Total

100,632 ↑ 262.2%

From organic

21,531 ↑ 55.4%

From ads

78,921 ↑ 436.4%



Paid Media Performance



Submissions by Zip Code

Zip Code	# Submissions
89119	328
89104	221
89101	199
89121	192
89169	175
--	125
89108	89
89102	83
89110	80
89122	74
89123	69
89107	68
89117	66
Total	3,269



Hot zones on the interactive dashboard helped us identify which zip codes were contributing towards form submissions.

QR Code Performance by Week



QR Code Performance by Week

QR Code	July 1 to September 18			July 1 to September 11		
	# Sessions ↓	# Users	# Form Fill ...	# Sessions ↓	# Users	# Form Fill ...
Non QR Page	12,246	4,057	918	11,477	3,874	897
Website E-Blast, no QR code	3,583	1,159	71	3,581	1,158	70
Virtual Room Boards	1,389	651	305	1,370	640	300
Bus Shelter Ad	912	485	134	897	482	133
Wifi Popup, no QR code	664	357	15	638	343	15
Door Hanger	364	194	35	364	194	35
Mailer #2	290	108	50	290	108	50
Fact Sheet	260	187	2	253	185	1
Ericka Aviles Consulting	57	21	14	57	21	14
Mailer #3	55	25	12	35	18	8
Latin Chamber of Commerce	50	22	7	50	22	7
Total	20,057	7,364	1,583	19,167	7,128	1,547

QR Code traffic was exported into the interactive dashboard to measure scans and users on a weekly basis.



▲ +5,123.880

▲ +5,989.834

▲ +9,803.289

▲ +6,766.2

▼ -2,804.821

04 ◀

**Matchback
Data**

Mailers & Email Matches



1st Party Email Matches 751	Mailer Matches 132
1st Party Email Match Rate 22.97 %	Mailer Match Rate 4.04 %

RTC

GIVEAWAY!

LET'S GO **MARYLAND PARKWAY**

\$100 Visa gift card
4 tickets to Cowabunga Bay
GRAND PRIZE
2 Raiders tickets

Two ways to win:

- 1** Subscribe to construction updates at MarylandParkway.com
- 2** Follow @rtcsnv on Like pinned post Comment #marylandbrt

Contest runs through July 31, 2024.

MarylandParkway@rtcsnv.com
(702) 676-1899

CONSTRUCTION STARTS SOON

1st party email data & mail-in addresses were reported on to match congruence amongst.

Third Party Email Matches



3rd Party Email Matches

351



3rd Party Email Match Rate

10.74 %



3rd party emails were used as a wide net and was matched back to our campaign to determine overall effectiveness in the area.



Meta Matches



Meta Matches

2,578



Display Matches

63



Meta Match Rate

78.86 %



Display Matches

1.93 %



▶ Meta returned a high match rate that aligned with the 1st party data provided from RTC.





**THANK
YOU! ▶**

