



Soofa Launches a New, Interactive Advertising Experience: The Engagement Takeover

CAMBRIDGE, MA, December 15, 2020 – Soofa launched a new advertising product for their outdoor advertising platform today. Soofa Signs, solar-powered Signs found across Massachusetts and Georgia, provide hyperlocal news and updates to passersby. As an advertising platform, Soofa Signs allow large and small brands to reach a highly-targeted audience in specific markets.

The Engagement Takeover is a larger and more engaging advertising opportunity on the Soofa platform. The advertiser custom-designs a full-screen ad with information, updates, and poll questions designed to allow pedestrians to interact with the Sign and the brand.

Companies like CarGurus have used the takeover to promote job opportunities during a time when many are in search of work. Headquartered in Cambridge, CarGurus promoted their open job opportunities and used their custom poll question “What is the #1 thing you look for in a job” to better understand their target audience.

“We are thrilled to launch this product for our advertisers,” said Soofa co-founder and CEO, Sandra Richter. “The Engagement Takeover is representative of our desire to provide products that add value to communities and the people and organizations that inhabit them. We know out of home is one of the most effective advertising platforms, however, traditional ads have often been merely something to look at. This product is unlike any other in the out of home advertising industry—passersby can actively engage with our Signs and the brands that advertise on them.”

“We saw advertisers triple the engagement with their ads during beta testing, meaning more viewers were interacting with their brands in a direct and tangible way,” said Soofa Product Manager, Charlotte Warne. “We are so excited to see the creative ways that our advertisers use this new product.”

About Soofa

The Soofa Sign is the neighborhood news feed, seen by everyone and accessible for anyone to use through an online, self-service platform called [Soofa Talk](#). The [Soofa Sign was featured by Engadget](#) as a finalist for Best Vision for the Future at CES and was [described by Curbed as the Facebook wall for the real world](#). Based in Cambridge, MA, Soofa originally comes out of Massachusetts Institute of Technology (MIT) and builds the first of its kind, solar-powered digital sign with an e-ink display.

Media Contact:

Allyson Noonan - allyson.noonan@gmail.com; (858) 245-7256