

CASE STUDY



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About

Lamar Advertising Company

Founded in 1903, Lamar Advertising Company (Nasdaq: LAMR) is a leading outdoor advertising company in North America, with over 315,000 displays across the U.S., Canada, and Puerto Rico. Lamar offers a variety of billboard advertising formats, including digital billboards, interstate logos, and transit advertising. Lamar boasts the largest network of digital billboards in the U.S., with over 2,000 digital displays renowned for their strategic locations, innovative design, and affordable production.

Lamar's Dallas Operations

Lamar of Dallas, Texas, caters to the advertising needs of the Dallas-Fort Worth area. With 510 structures and over 1,099 displays, including digital screens, Lamar Dallas can craft targeted campaigns for any audience. Positioned along high-traffic interstates and highways, Lamar's billboards cover Collin, Dallas, Denton, Tarrant, and 12 surrounding counties. Dallas, known for its major sports teams, cultural institutions, and corporate hubs, presents an ideal environment for impactful billboard advertising and out-of-home (OOH) campaigns.

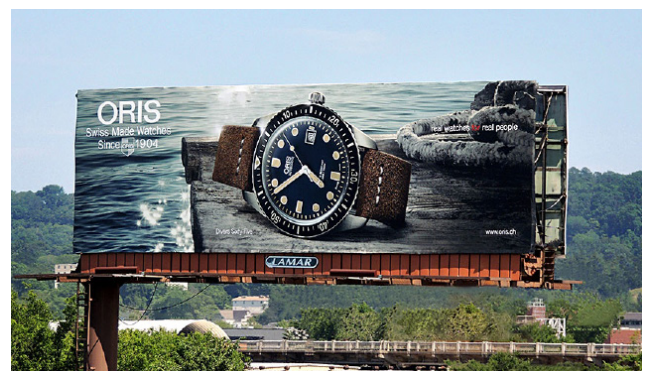
The Challenge

Inefficient Lighting Solutions

Lamar's initial reliance on photocells and mechanical time clocks for billboard lighting resulted in significant energy wastage and elevated utility costs due to "time drift." Employees were required to manually adjust these timers twice a year for Daylight Savings, further burdening maintenance efforts.

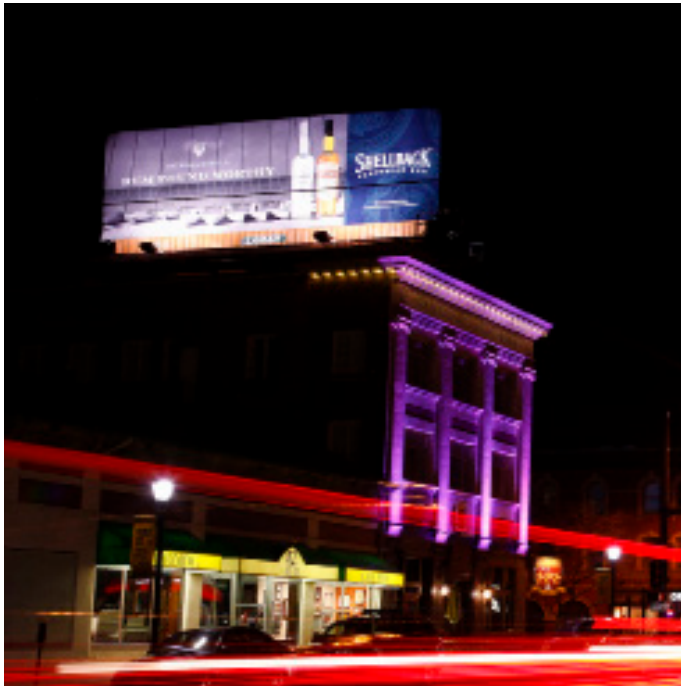
Lamar saves 26% in average annual utility bill savings and a 10-month return on investment with Outdoorlink Smart Controllers

- Lamar Dallas



Maintenance Inefficiencies

Each location required weekly inspections to identify and report electrical issues. If illumination was interrupted for more than 72 hours, necessary repairs were delayed, and potential client credits were risked if the lights were turned off. Additionally, turning off lights for unsold ads required manual intervention, escalating operational costs and complicating advertising management.



The Solutions

Outdoorlink Smart Controller

To address these challenges, Lamar implemented 302 Smart Controllers (formerly SmartLink™) from Outdoorlink, Inc., across all 510 billboards in Dallas. These advanced cellular controllers enabled Lamar to remotely control and monitor billboard lighting in real-time, effectively eliminating "time drift" with automatic network time updates and seamless adjustments for sunset, sunrise, and Daylight Savings.

Real-Time Monitoring and Automation for OOH Ads

The Smart Controllers provided immediate email notifications for power issues, enabling rapid response and reducing downtime. Integration with Lamar's charting system automated illumination schedules based on contract dates, significantly reducing the need for manual site visits and enhancing the efficiency of digital OOH operations.

The Results



Significant Cost Savings

Lamar Dallas achieved average annual savings of \$190,802 on utility bills, realizing a return on investment within 10 months. These cost savings have facilitated further investments in advanced technologies, such as digital billboards and new LED light fixtures, with minimal impact on their financial stability.



Operational Improvements

Manual inspections have been significantly reduced, thanks to online Proof of Performance reports that verify proper illumination. The reduction in customer credits and repair ticket backlogs—now typically resolved within a day—has streamlined operations. Integrating Outdoorlink's Smart Controllers with Lamar's charting system has allowed the company to focus less on administrative tasks and more on delivering exceptional service to their clients.



Enhanced Customer Satisfaction

Customer satisfaction has soared, with clients lauding Lamar's enhanced billboard illumination, particularly in high-traffic areas. The reduction in operational costs, including those related to fuel, insurance, and vehicle maintenance, has enabled Lamar to concentrate on delivering impactful and effective OOH media.



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