

Programmatic showcase

Trigger-led campaign based on location, audience and time of day

Campaign objective

Create brand awareness and buzz
Highlight the USP of their easy-to-use platform (being able to order a car in a simple way akin to online shopping)

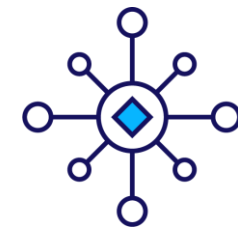
Auto.NL identified an opportunity to promote their vehicles to the wider public during the COVID pandemic, identifying people's reluctance to use public transport.

They targeted audiences who were travelling on or around areas of public transport and offered them an opportunity to purchase a car without travelling to the showroom.



Target audience

Urban audiences on the move via public transport, increasing likelihood of them being receptive to the message



Inventory

Street furniture in and around metro stations in and busy locations in Amsterdam, close to the interactive screen



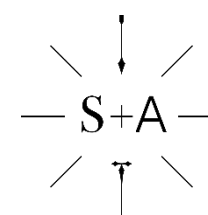
Benefits of trading programmatically

Buying impressions based on data triggers including location, audience and time of day dependent on when target audiences were around metro stations

Campaign was optimally run targeting and displaying creative to audiences believed to be receptive to the messaging

Dynamic ads ran immediately based on the triggers, directing audiences to the interactive screen

In collaboration with



Campaign results

1M+

Audiences reached in The Netherlands through a mix of media publications and TV

11x

Every euro spent on the campaign became worth 11x more via generated media value!



Although the campaign was only live for one week, the campaign generated buzz for **over two weeks!**