

Programmatic showcase

Proximity-based to competitors using audience segments

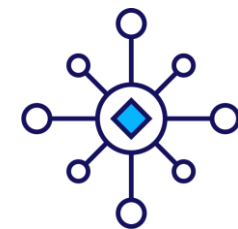
Campaign objective

The purpose of the campaign was to promote products sold by this leading British retailer to various audiences.

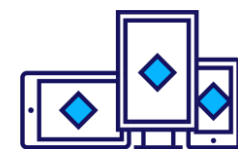
A key focus was showing how this brands products can be just as affordable as their leading competitors.



Target audience
– All adults



Inventory
– Rail, Malls and Roadside
– D6s and D48s



Campaign Specification
– Proximity to postal codes and competitors including Ikea
– Multi environment
– Static content
– Programmatic non-guaranteed



Campaign reach: OOH only results

Reach figures for
The Netherlands

1,113,965

Viewable
impressions over 21
days

Reach figures for
Germany

11,023,994

Viewable
impressions over 21
days

Reach figures for
the United Kingdom

4,733,519

Viewable
impressions over 21
days

Adsquare methodology

Visitation rate equals

Target group users seen as store

Target group users seen anywhere

Visitation uplift equals

Exposed visitation rate – control visitation rate

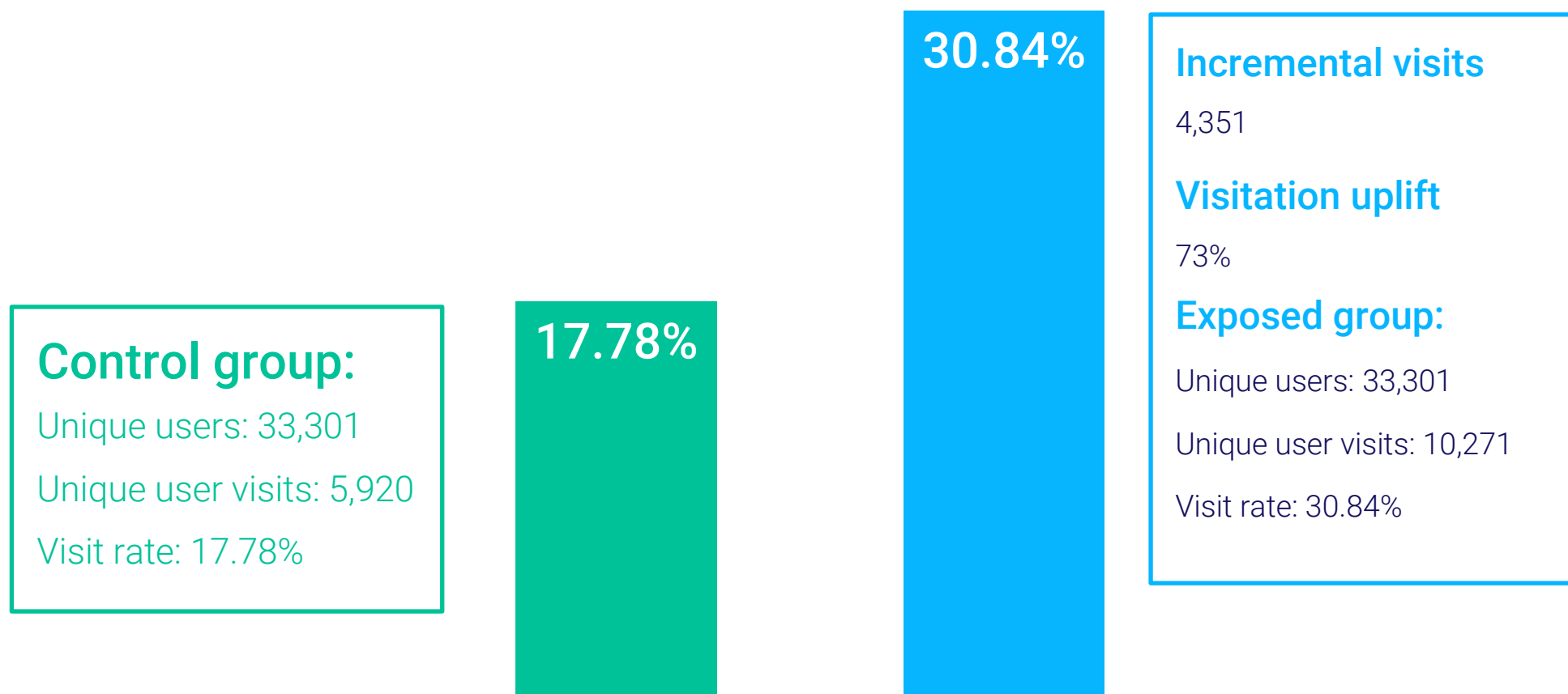
Control visitation rate

Exposed group users from the target group who were randomly exposed to the advertisement.

Control group users from the target group who were not exposed to the advertisement.

VIOOH + Leading British Retailer

The campaign successfully drove store visits!



When did the converted users see the ads and when did they convert?

