

# Programmatic showcase

Programmatic OOH with performance metrics: combining proximity, audience targeting and in-flight optimisation to drive in-store visits

## Campaign objective

- Increase sales in Burger King restaurants

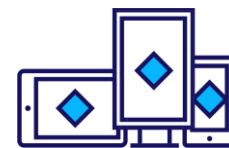
The first phase of this campaign used audience targeting to specifically target 'fast-food lovers', as well as proximity targeting to select screens close to Burger King restaurants.

Live performance optimisation was then enabled in the second phase of the campaign via real-time footfall data from Adsquare, enabled via Splicky DSP. The client was able to see which screens were particularly successful at driving visits to their target Burger King restaurant. This meant the campaign could be optimised in-flight for the very effective locations, making the best use of the budget.



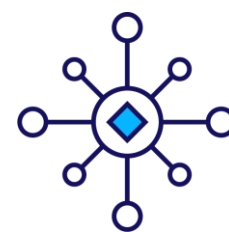
### Target Audience

- Fast-food lovers (defined using 3<sup>rd</sup> party data from AdSquare)



### Campaign specification

- Non-guaranteed



### Inventory

- Street furniture (digital 6-sheets) in Dusseldorf, Berlin, Hamburg, Munich and Cologne

In collaboration with



## Programmatic benefits

Location-based (within 50m radius of BK site)

In-flight optimisation based on live footfall data

Time/day (only from Weds-Sun)

# How the in-flight optimisation worked

Based on the live footfall data two performance KPIs were taken into consideration:

- Number of leads per restaurant
- Costs per lead (CPL) per restaurant

Screens with high CPL and low number of leads per restaurant were deselected from the campaign. In tandem, screens with low CPL with high lead numbers received increased budget ad spend to optimize the performance of the campaign.

Live footfall proved to be efficient in optimising DOOH towards performance. Budget was therefore optimised towards performance KPIs and overall enhanced the effectiveness of OOH in driving audiences to the stores.



# Campaign results

4M

impressions delivered during  
campaign period



"Where our restaurants benefit from technological innovations in customer approach, we will continue to include selected out-of-home screens in our planning for the marketing mix in order to effectively and programmatically address our target group. Out-of-Home as a whole scores here with its high reach, attention-grabbing locations and a strong performance."

- Klaus Schmäing, Director  
Marketing, BURGER KING Germany