

Programmatic showcase

Based around restaurant locations

Campaign objective

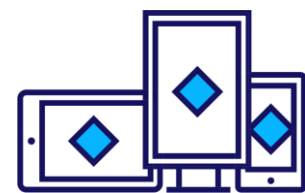
Deliveroo wanted to drive traffic to their site and increase app usage. They have joint promotions with selected restaurants.

For this campaign they targeted specific geolocations where they are delivering food. Using The Trade Desk, they used location and audience data to direct their buying decisioning to drive campaign effectiveness.



Target audience

- Geolocations focused on restaurants/delivery options
- All adults



Campaign specification

- National campaign
- Rail, roadside and mall inventory
- HSFF compliant

