

# Programmatic showcase

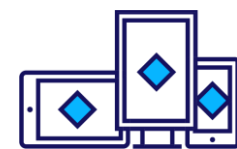
Super flexible, non-guaranteed campaign with an always-on approach

## Campaign objective

- Brand awareness

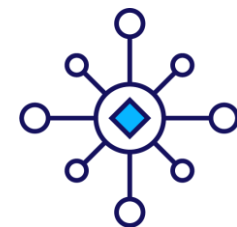
Klarna, the online payment method provider, ran a 6-month non-guaranteed deal in Germany across street furniture during the pandemic.

The ads targeted specific groups and used creative content changed frequently to grab the attention of audiences. Maximum flexibility was afforded during pandemic COVID-19 by programmatic, which allowed the client to stop whenever mobility numbers dropped and reactivate the campaign whenever mobility numbers increased.



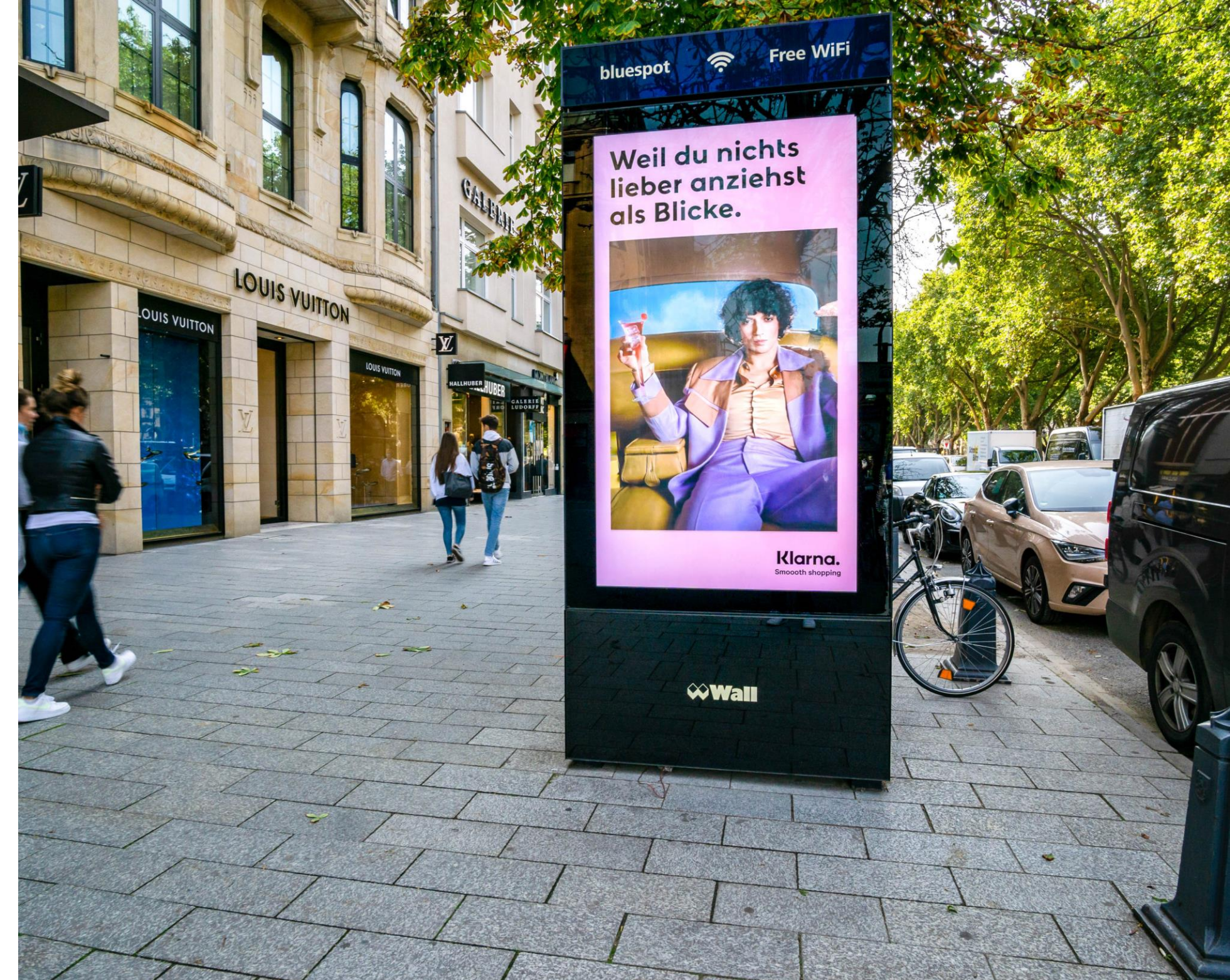
### Campaign specification

- Programmatic campaign with full flexibility
- Creative control



### Inventory

- Street furniture in Germany across Digital Deluxe Network
- National campaign, including biggest cities in Germany
- Cross-Media campaign channel mix with Programmatic OOH, Social Media and ATV



## Benefits of programmatic

Maximum flexibility

Delivering ads to target groups with relevant creatives

In-flight optimisation



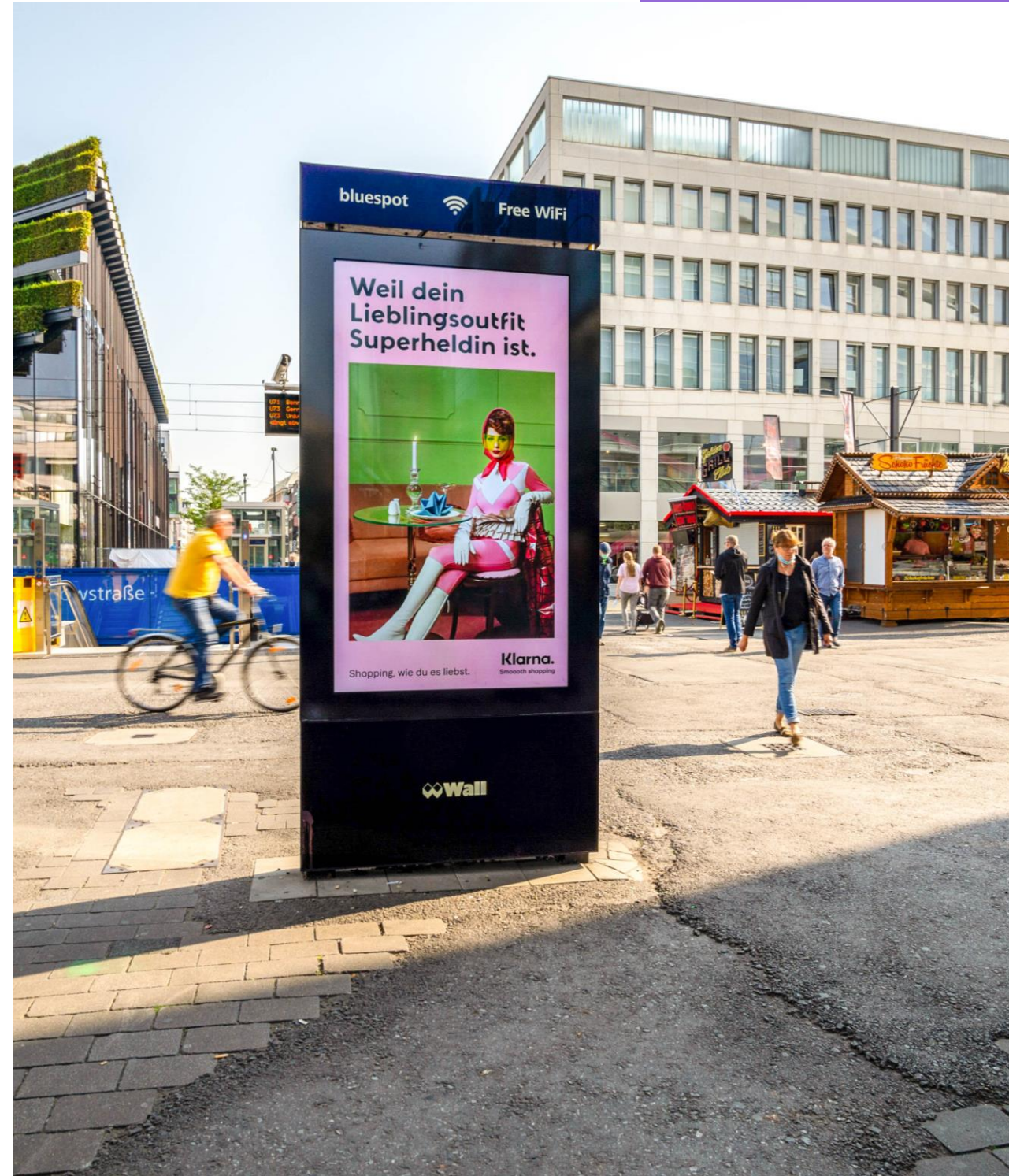
# Campaign results

55M

Impressions served over 6 months

+50%

Increase in contact across the target group



Klarna brand recognition increased +42% after the 6-month campaign!\*

\*result of the overall multi-channel campaign