

Programmatic showcase

Ultra-targeted, contextual programmatic with real-time bidding

Campaign objective

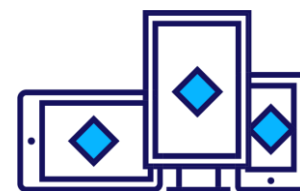
- Reach target group of singles at key moments in their journey to encourage sign-ups to the dating app

The Meetic 'Summer of Love' campaign was optimised in-flight to be delivered to screens determined to be in strong affinity to the target audience. The precise target audience of single women in their 30s was determined using Adsquare data activation, which delivered the campaign near workplaces, cinemas and bars/ restaurants, with contextualised messages.



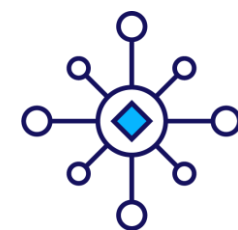
Target audience

- Single women in their 30s



Campaign specification

- Non-guaranteed



Inventory

- More than 100 screens across roadside, store windows and malls

In collaboration with



viooh.com
hello@viooh.com



+

JCDecaux

+



+

adsquare



Campaign results

1,370,623

sold impressions

