

Programmatic case study

Cross-media campaign combining programmatic OOH and online audio

Campaign objective

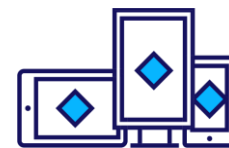
- Increase awareness of Nestlé Purina cat product for the relevant target group
- Provide seamless cross-channel targeting and

Buying of prOOH placements was determined via a data trigger provided by Otto Retail Media: a high index of cat owners / cat lovers based on Otto's data, location and time.

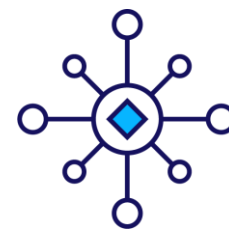
The OOH campaign was then extended to Online audio channels such as streaming platforms or online radios, where the target group would be approached.



Target audience
– Cat owners and lovers



Campaign specification
– Non-guaranteed
– Audio and OOH



Inventory
– DCLP Germany



Programmatic benefits

Audience-based buying (3rd party data, Otto Retail Media)

Real-time optimisation leading to efficient budget allocation

Cross-channel campaign (audio and OOH)

Campaign results

+11%

uplift in consideration

+16%

increase in purchase consideration in cities where OOH & audio were advertised together

Market research study conducted by [m]SCIENCE



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Real-time campaign optimisation & efficient budget allocation in the DSP led to a

13% increase of ad impressions, with no increase in budget!