

Programmatic showcase

Omnichannel campaign with time/day targeting and mobile retargeting

Campaign objective

- Increase exposure and brand awareness for Schroders' sustainable investment products and capabilities

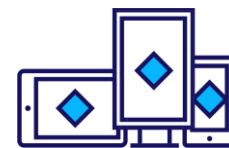
Schroders' "Beyond Profit" campaign leveraged programmatic DOOH complemented by mobile retargeting capabilities over Yahoo's omnichannel demand-side platform (DSP) to increase brand awareness, engage the right audiences and influence consumer behaviours.

The campaign ran on peak hours with high footfall traffic, with CBD ads prioritised during office days/ hours, while Orchard ads ran on evenings and weekends – along with the mobile retargeting element.



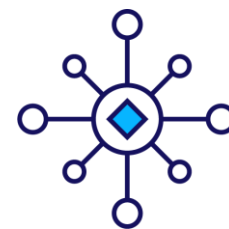
Target audience

- Affluent audiences interested in sustainable investing



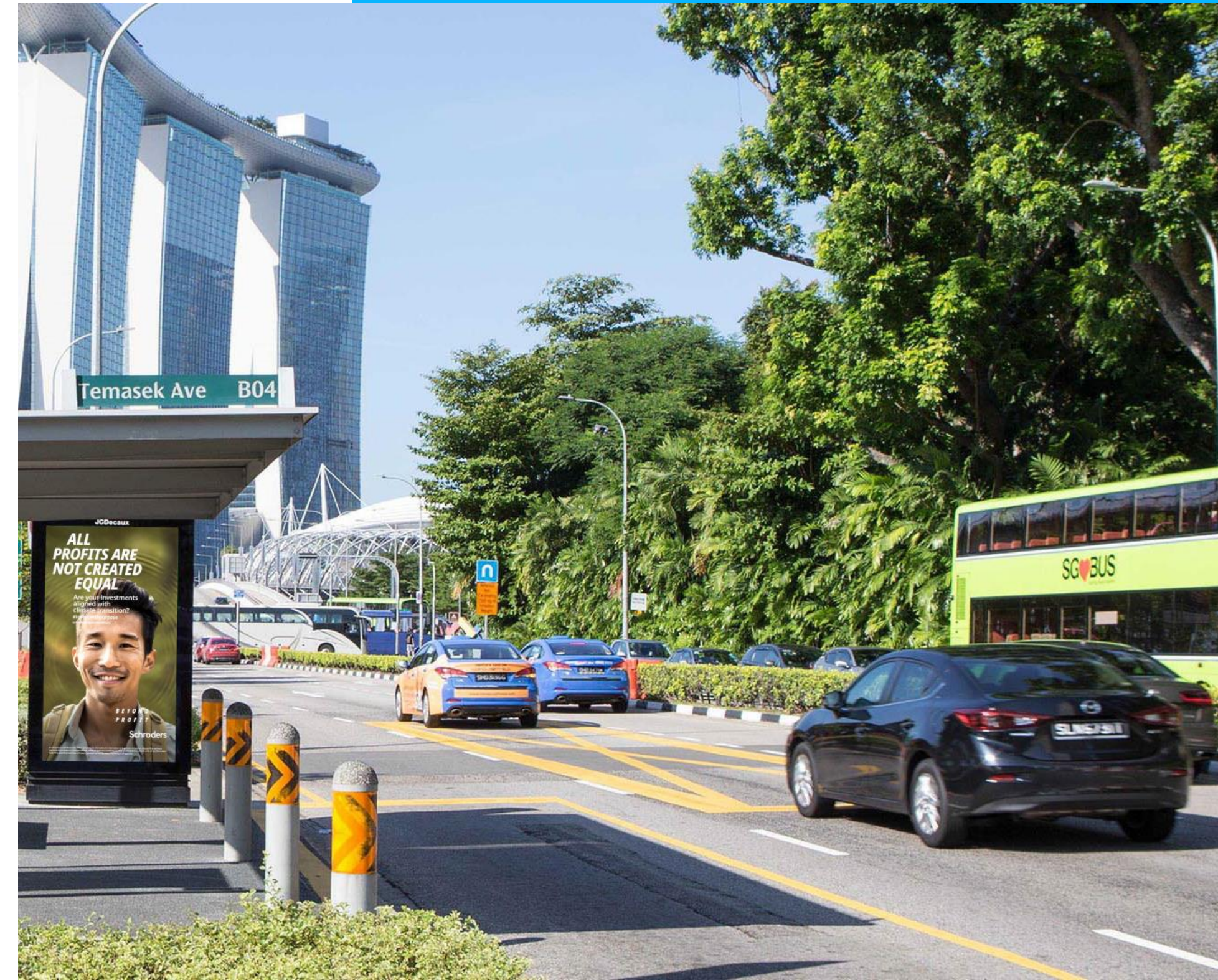
Campaign specification

- Non-guaranteed



Inventory

- Mall inventory in Orchard and CBD street furniture in Singapore



VIOOH + Yahoo + Schroders

Campaign results

+80%

overall mobile retargeting CTR for the DOOH-led omnichannel campaign

“As people in Singapore venture out and movement patterns evolve, advertisers are looking for the ability to buy across multiple channels, formats, and screens, to reach and connect with the right audiences effectively. Through our partnership with VIOOH and JCDecaux, we look forward to working with advertisers on omnichannel, data-driven, hyper-targeted, measurable, and flexible campaigns that leverage the power of DOOH.”

- Carol Tay, Senior Director Sales Southeast Asia, Yahoo



The omnichannel campaign from DOOH to mobile provided quality and meaningful connections, through an integrated experience, that was easily scalable for growth.”

Jerry Low
Head of Marketing for South East Asia, Schroders