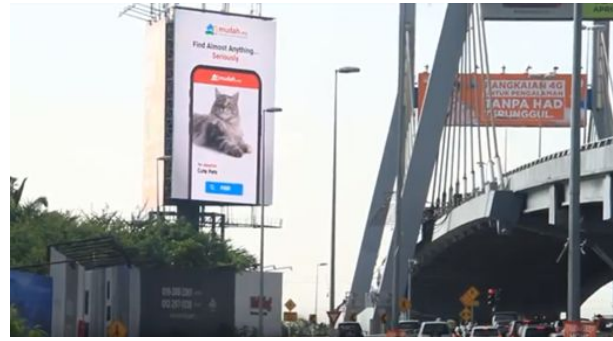


Drive Website Traffic through OOH Media



Industry: E-commerce

Objective: Increase website traffic by leveraging OOH media and attribute traffic for online shopping.

Challenge: The e-commerce brand wanted to run a high-impact OOH campaign in a high populated area to increase website traffic and drive CTA behaviour.

Solution:

- The campaign targeted the most populated locations across Malaysia.
- The campaign also leveraged proprietary technology for getting better consumer insights to attribute digital actions to OOH campaign exposure.

Key Result:

- Potential Views: 2, 790, 896
- Unique Reach: 698, 088
- Unique Percentage: 25.53%