

# Audience Profiles by the Time of Day to Drive OOH Creative Strategy



**Industry:** Oil and Gas

**Objective:** Optimising OOH buying by understanding the movement behaviour of the target audience.

**Challenge:** Understanding the types of vehicles that crossed their OOH ads and their movement patterns and profiles.

**Solution:**

- LAMP IoT devices were installed to nearest gas stations to attribute walk-ins to this campaign.
- OOH campaign was connected to omnichannel offerings in the effort to remarket the ads to the exposed audiences when they are elsewhere from the OOH ads.

**Key Result:**

- Total Visits: 6, 084, 408
- Unique Visits: 2, 669, 478
- Total Vehicles Tracked: 2, 529, 695