

Retargeting with a Dynamic OOH Campaign to Get Wider Consumer Insights



Industry: Technology/ Videography

Objective: A well-known technology brand wanted to target “outdoor enthusiasts” with a dynamic OOH + Mobile campaign.

Challenge: Ensuring the audiences who were targeted by the OOH ads were served mobile ads if their audience profile matched the target audience.

Solution:

- The campaign was deployed for 30 days across Malaysia both on digital billboards and mobile devices at selected time-belt hours.
- The audiences’ usual “outdoor” journey was mapped- from trains and transit hubs to malls and airport to identify better consumer insights.
- Retargeting the audiences that matched the profile of who have watched the OOH ads on their mobile devices.

Key Result:

- Potential Views: 1, 485, 678
- Unique Reach: 297, 892
- Unique Percentage: 20.05%