

Increase Website Traffic with Impactful DOOH Campaign



Industry: E-commerce

Objective: A well-established online shopping brand wanted to drive traffic to their website and increase call-to-action behaviours.

Challenge: Driving awareness of potential customers and increase website traffic among online shoppers.

Solution:

- The campaign is deployed for 23 days across several locations in Malaysia.
- The campaign was mostly displayed at locations within shopping malls vicinity to target the place where shoppers are usually at.
- The campaign leverage time-belt hours when the campaign frequency would be higher.

Key Result:

- Total Potential Views: 16, 319, 910
- Unique Reach: 3, 902, 849
- Unique Percentage: 23.91%