

Enabling Omnichannel Campaign through Programmatic DOOH



Industry: Insurance

Objective: An insurance giant wanted to drive awareness via an omnichannel approach with its newly launched lifestyle and health mobile app.

Challenge: Enabling the insurance brand to serve multiple creatives on multiple screens across Malaysia with a programmatic OOH solution.

Solution:

- The campaign was deployed on multiple screens, mainly focused on small signage instead of large static sites that they used to focus on before.
- The campaign was placed at working areas and near a transportation hub where the traffic is high.
- Highly targeted audiences will be interested in searching more about the insurance's benefits. These searches will drive them to visit the brand's office to learn more about the brand's services and products.

Key Result:

- Total Visits: 3, 658, 496
- Unique Visits: 2, 397, 096
- Unique Percentage: 65.52%