

E-commerce Brand Aims for a Personalised Campaign



Industry: E-commerce

Objective: An online e-commerce wanted to get better consumer insights to deliver a more customised campaign that can cater to its target audiences' needs.

Challenge: The e-commerce brand wanted to increase their social and website traffic with OOH media.

Solution:

- The campaign was placed on several billboards across Malaysia for 23 days.
- Creatives were personalised based on the consumer insights collected from several data sources including Lamps sensors, social media, cameras and location activation devices.
- Consumers who saw the campaign will likely download the e-commerce application or visit the website immediately after they saw the ad or while they are on the go.

Key Result:

- Total audiences: 2, 267,411
- Total views: 604,284
- Unique audiences: 548,813
- Reach: 211,208