

Serving a Dynamic Campaign with Location-Based Targeting



Industry: E-commerce/retailer

Objective: A leading e-commerce retailer wanted to serve dynamic campaigns of their current promos and deals.

Challenge: Deploying a high-impact OOH campaign across every major shopping locations.

Solution:

- The campaign was covered on several billboards that were mainly near popular shopping areas during time-belted hours.
- Multiple creatives can be switched swiftly at any particular times based on what messages the clients desired to deliver.
- People were interested to visit the online websites to look for more information immediately about the promos and deals campaigns as they are aware of the promos expiration date displayed on the OOH media.

Key Result:

- Total visits: 5, 652, 654
- Unique visits: 2, 677, 551
- Unique Percentage: 47.37%