Data is the new GOLD.

Also in DOOH Advertising?



Challenge.











Best practice.

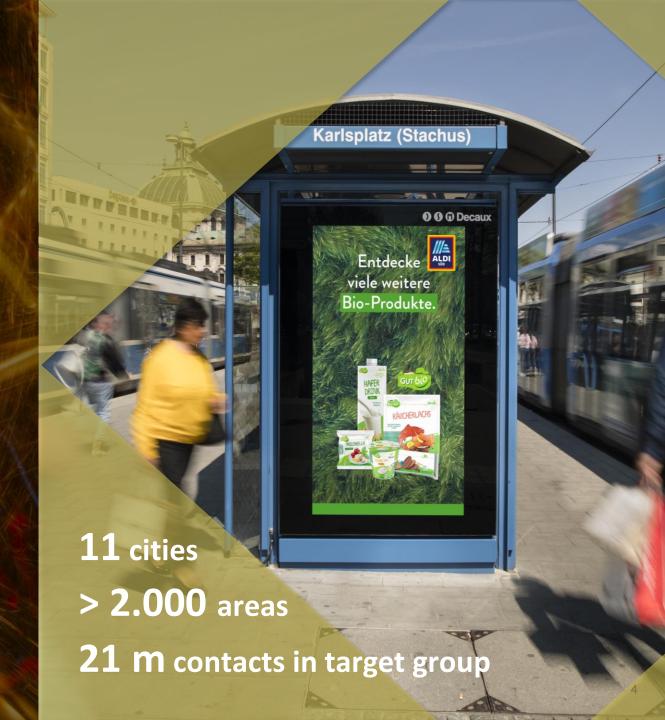
We focused on extremely relevant pre-targeted audience groups based on adsquare data to find the target group interested in organic food.

Precise measurement of real movement pattern through mobile and dynamic data allowed us to localize high target group concentration in time and place.

In collaboration with







## Convincing Results.

Strongly increased awareness as a result of accurate audience targeting via Programmatic Buying.

We observed up to

+35%

uplift in the target group reach vs. no uplift was observed in a traditional DOOH campaign

And ultimately improved efficiency.









