

From 09/05 to 15/08/2022



Context :

- ▶ RTB campaign on digital screens with 4 different venues types & 2 different languages
- ▶ Real-time optimization
- ▶ Country : Belgium
- ▶ Activation of trigger : UV > 3



In collaboration with :



An efficient device

pDOOH campaign for Fondation contre le Cancer

Typology of screens

- ▶ 619 DOOH premium screens overweighted by the target as soon as the UV index was above 3
- ▶ 4 environments : Outdoor, Transit, Billboard, Spectacular

Targeting & Optimizations

- ▶ Trigger: UV index > 3
- ▶ Real-time optimization between 12am and 4pm according to the UV index
- ▶ Targeting: Largest cities in Belgium

