

Programmatic DOOH: developing SantéVet's brand awareness

February - July 2022

Context:



RTB campaign on digital screens with **4 Publishers**



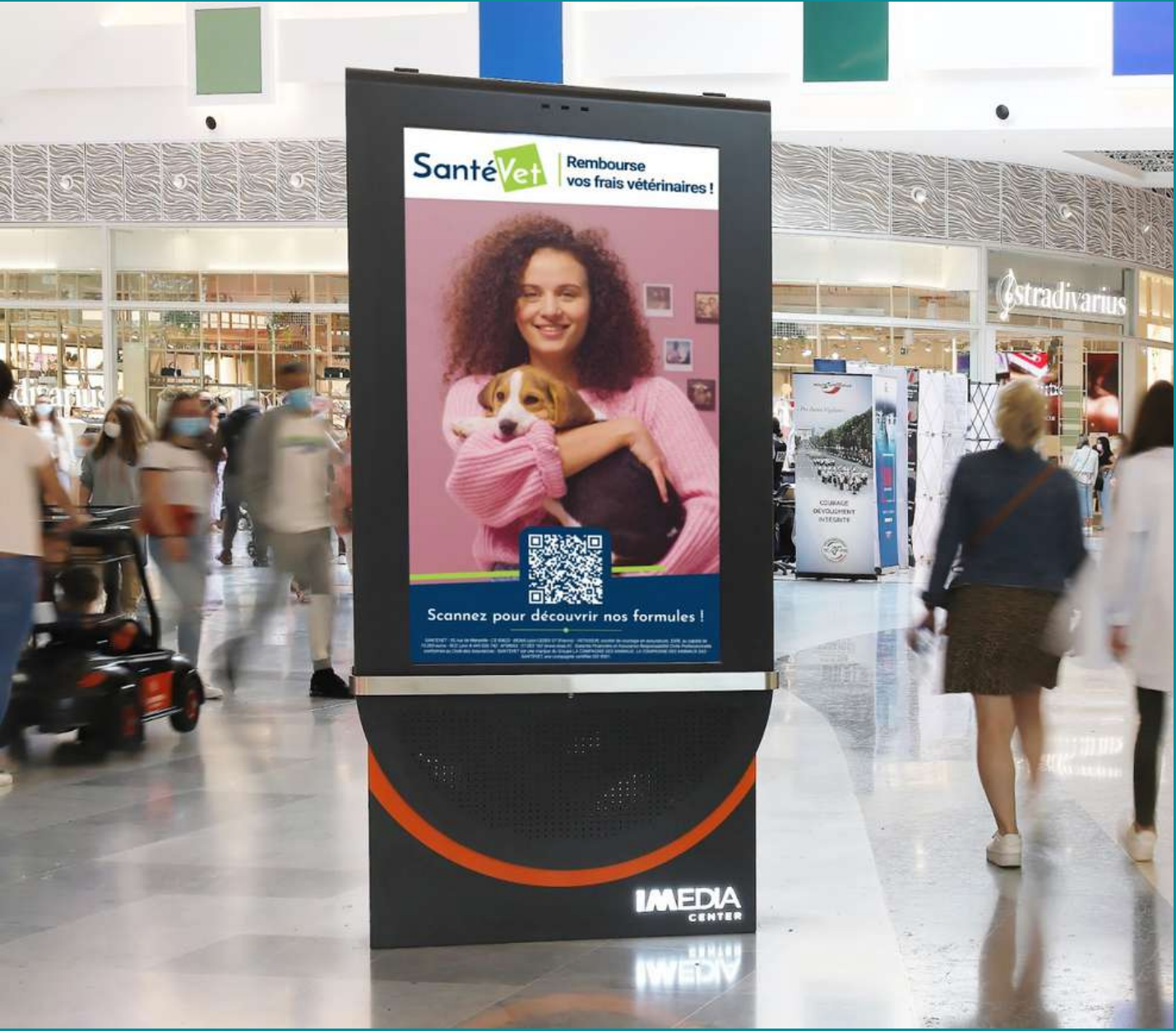
Real-time optimization on **3 SSP**



Country: **France**



A **multi-crea set** was deployed in rotation on all screens






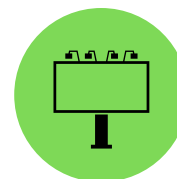
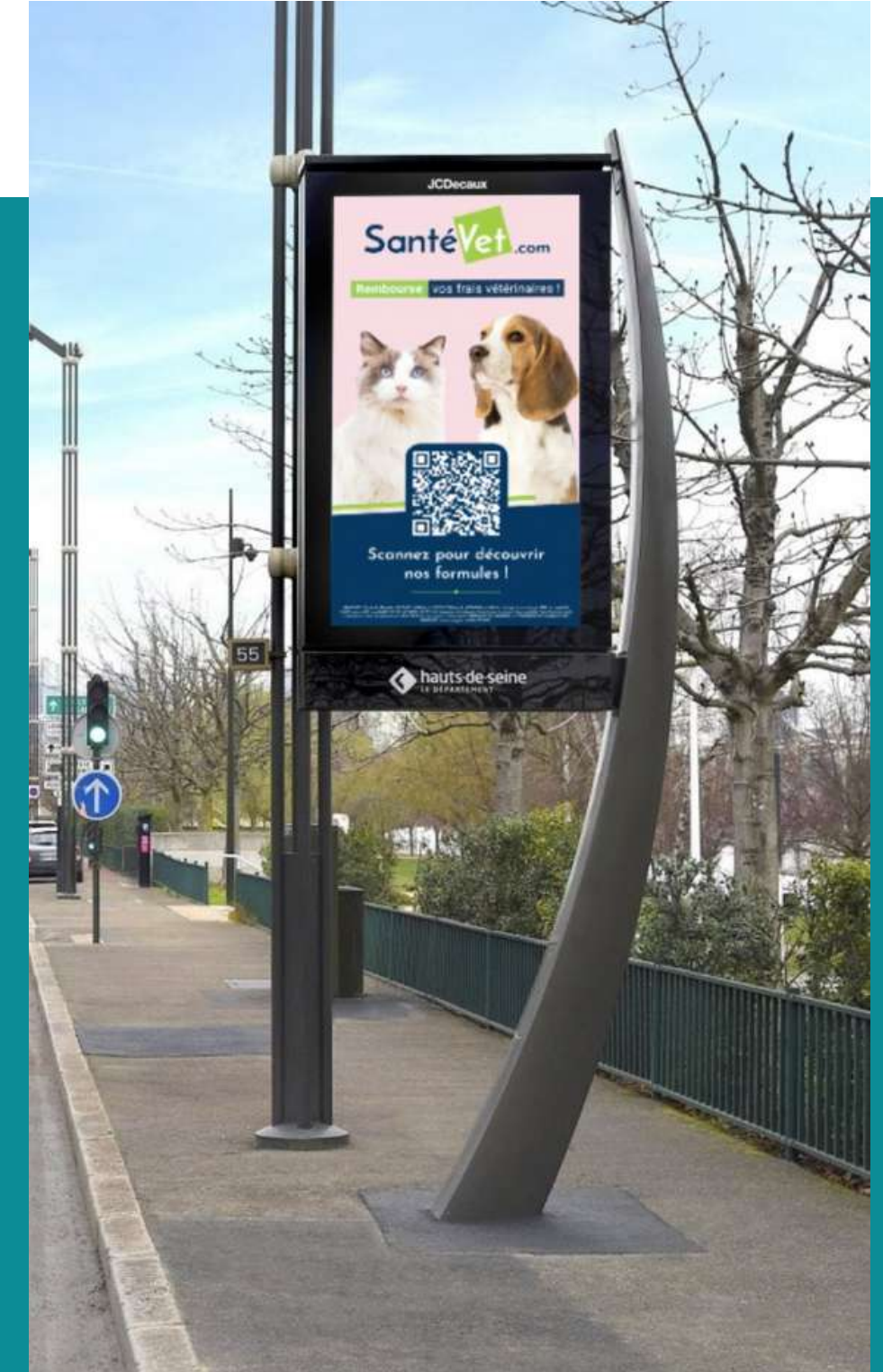
Typology of screens :

 **533 DOOH**
premium screens

 **4 environments :**
Urban pannels, malls, Grocery, Billboard

Targeting & Optimizations

-  **Géo:** Around SPA center, pet shops and veterinarians
-  **Real-time optimization:** Between 10am and 9pm on Wednesday, Saturday and Sunday
-  **A multi-crea set** was deployed in rotation on all screens



OXIALIVE DOOHYOU LIKE
SSP BROADSIGN



JCDecaux
SSP VIOOH



IMEDIA
CENTER
SSP Vistarmedia

