

Success story



# Leveraging pDOOH to amplify a display campaign to help Dell transition from offline to online

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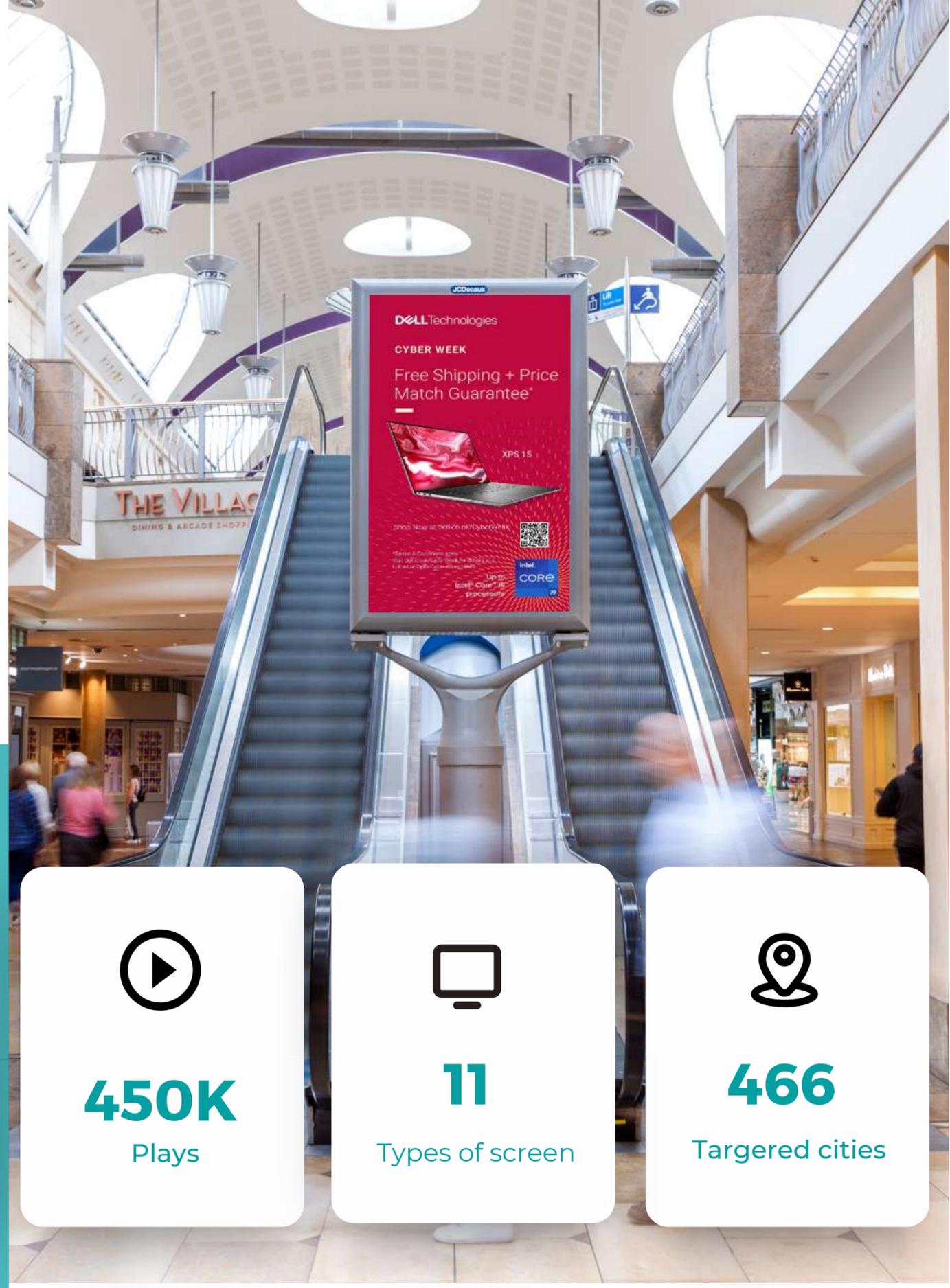
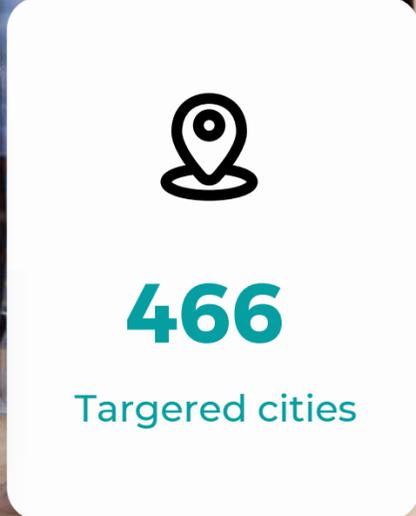
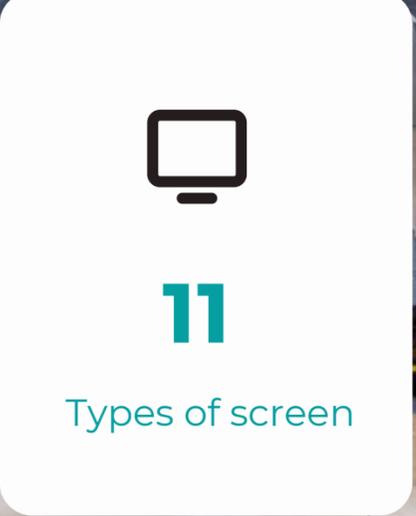
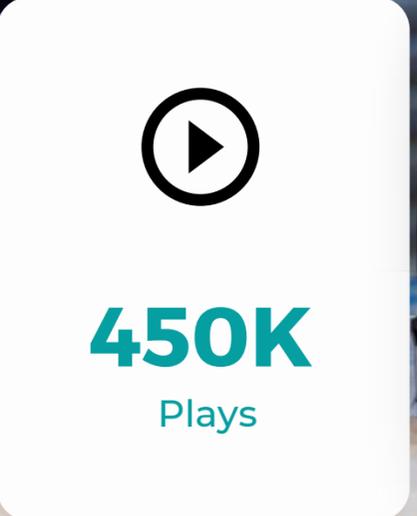
CONTEXT

# Shifting from the traditional offline retail model to a 100% digital presence

How to use programmatic DOOH to amplify a campaign running on mobile and desktop to maximize touch points and seamlessly connect with Dell's audience at the right time and place.

PLAN

- **Two campaigns** for a quarter-over-quarter optimisation:
  - Q3 campaign: 16th of September - 27th of October 2023
  - Q4 campaign: 04th of November - 08th December 2023
- **Location:** United Kingdom
- **Custom POI** around tech stores



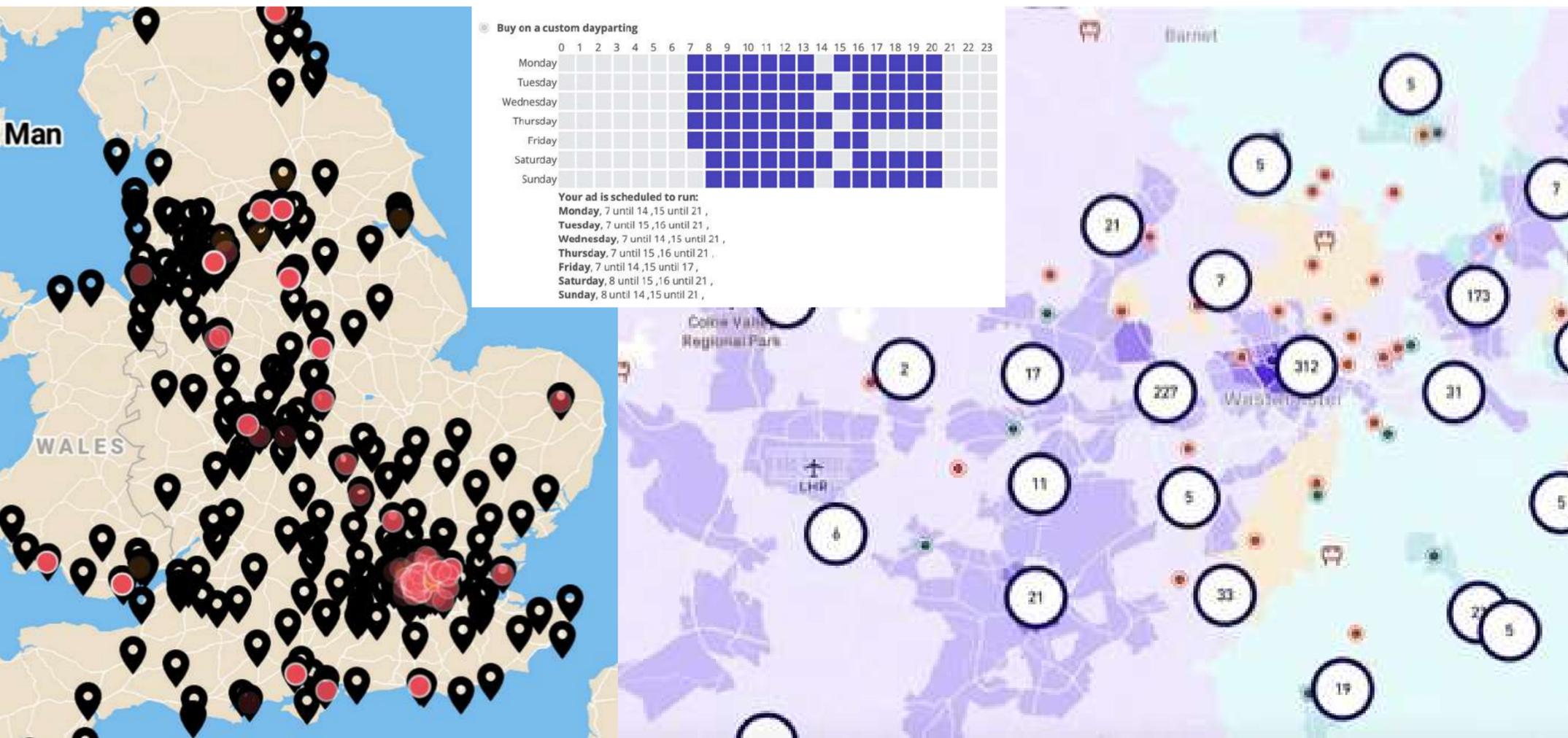


## STRATEGY

# Running hyperlocal pDOOH campaign to amplify Mobile and Desktop national campaign

## 1. Third party audience from Locala

- Consumers: 18-54 enjoying technology with custom audiences for BlackFriday and competitors (Xerox, Apple or Acer users)
- Business owners & decision maker
- Recurring visitors: Zones with a higher volume of repeat visitors to Curry's than National average using Locala Location Intelligence



## 2. Geo-targeting & affinity

- Real time targeting: All zones with high concentration of users seen in the relevant stores
- Hyperlocal DOOH & mobile near tech stores. Targeting nearby stores in areas with a strong affinity to tech stores.

## 3. Quarter-over-Quarter optimisation

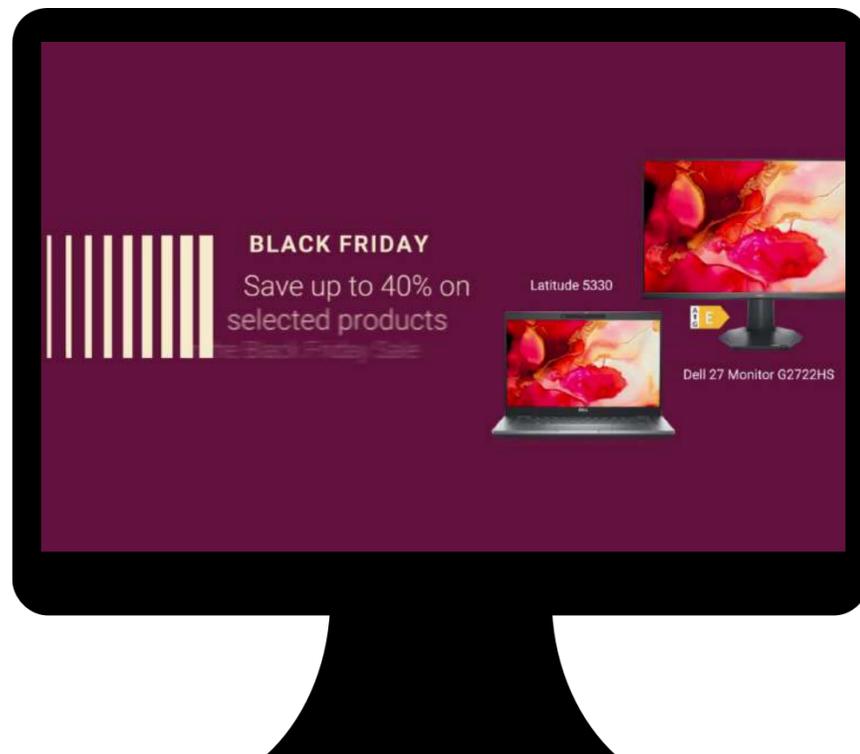
- Refocused spending on key areas in London and throughout the UK for DOOH activations.
- Created smaller clusters of activation based on Q3 performance.
- Strategy aimed at maximizing investment where foot traffic is strongest



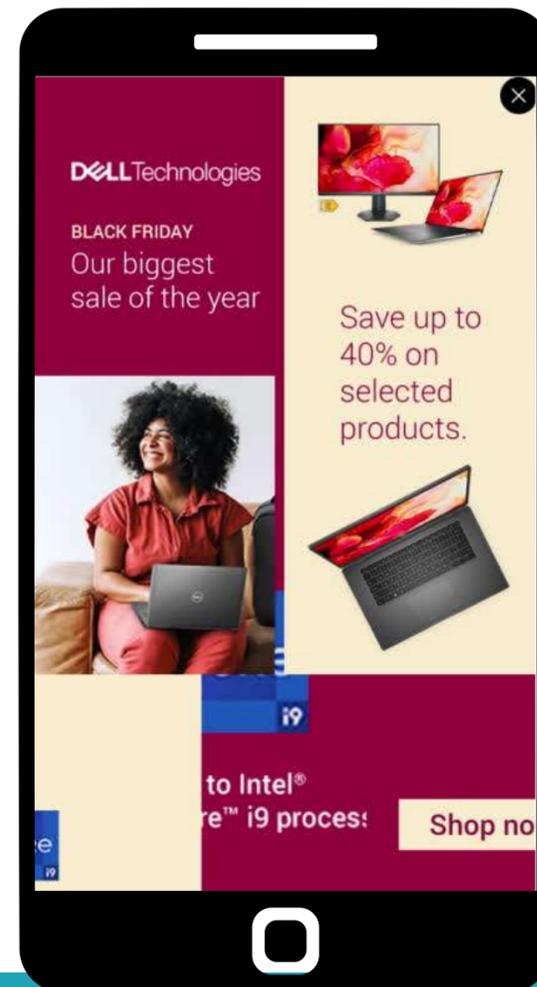
## CREATIVES

# Tailored messaging and creatives

- **HTML5 banners** (Mobile & Desktop) for maximum reach
- **High-impact** formats (Cube, Mosaic with video & Double reveal) to drive brand perception
- **Pre-Roll** for awareness and video completion
- **DOOH** animated & static formats



Pre-roll



Mozaic



DOOH panel



## RESULTS

# The addition of pDOOH in a display campaign proved to be a smart investment to drive positive intent and preference

A Happydemics brand lift study has been conducted to measure the impact of the activation during the Q3 and Q4. 7 questions were asked to a group of 300 users exposed to the advertising campaign and a control group similar in gender and age to the non-exposed population with Happydemics. **The DOOH ads proved to improve preference and purchase intent.**

Despite a lower DOOH investment on Q4, simply optimizing budget and running on more relevant panels, the number of scanned QR codes remained even.

Following results compare Q3 and Q4



**+6pts**

Uplift in purchase intent



**+2pts**

Uplift in preference



**x2**

on CTR on high-impact formats & pre-roll



**74%**

Completion rate

