

# Programmatic showcase

Real-time buying only on DOOH panels overweighted by the affinity target to the "Running" segment

## Campaign objective

- Increased awareness thanks to an ultra-targeted device

For this campaign, Havas and PUMA programmatically purchased DOOH screens from six different agencies.

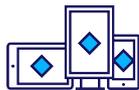
The targeting carried out on the Displayce DSP allowed the selection, in the pre-bid phase, of affinity audience data for the "Running" campaign in order to purchase only those screens that were overweighted the target in real time.

A brand lift survey compared the impact of two different creatives within the campaign.



### Target audience

- France
- "Running" audience segment selected with affinity score of 3



### Campaign specification

- Real-time optimization: Depending on the audience data
- Multiple creatives deployed and rotated on all screens



VIOOH + Puma + Displayce

# Campaign results Creative 1

## +21 pts

clear/understandable

## +18 pts

increase in consideration (customers who consider Puma Running for a future purchase)



VIOOH + Puma + Displayce

# Campaign results Creative 2

## +15pts

clear/understandable

## +12pts

increase in consideration (customers who consider Puma Running for a future purchase)

