

# Programmatic DOOH

## Multichannel campaign targeting automotive-interested users

### Campaign objective

- Generate interest in the car model and increase brand awareness

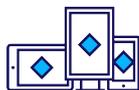
Opel, a famous European car brand belonging to Stellantis which is one of the biggest car manufacturers in the world, is launching a new hybrid version of their best-selling models, Opel Astra, that won the 2022 best car award in their category by Auto Bild.

This was an omnichannel campaign with retargeting of outdoor display impressions and prospecting to non-impressed users via mobile video, measuring dealership arrivals in all cases.



### Target audience

- Automotive-interested users



### Campaign specification

- Omnichannel campaign
- Video and display component



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In collaboration with

JCDecaux

+ PUBLICIS GROUPE



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## Campaign results

+17%

increase in dealership visits during the campaign, according to Opel.

9,7K

conversions through DOOH strategy

2x

better conversion rate from DOOH ad groups than video ad groups.

