

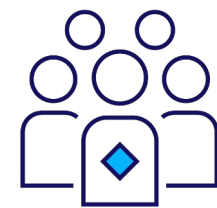
# Programmatic showcase

Specific audience targeting using programmatic DOOH with time/day parting

## Campaign objective

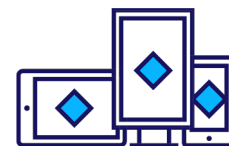
- Promote the CUPRA Born, the car brand's latest electronic vehicle

In the first pDOOH campaign across Frankfurt Airport, CUPRA displayed a short video spot on a network of digital screens (Media Frankfurt's "Business Network") according to selected time slots. These time slots were created on the basis of pre-targeting to reach the intended audience. The pDOOH campaign was combined with an eye-catching promotion point at the airport.



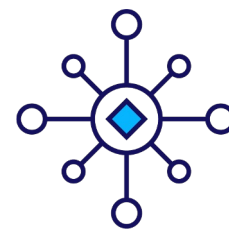
### Target audience

- Persona created to target affluent travelers open to electromobility



### Campaign specification

- Non-guaranteed



### Inventory

- DOOH screens within Frankfurt Airport



## Results

**+141%**  
uplift

in reach of the target group (vs. no pre-targeting).  
Calculation based on Viewed Impressions.