# VIOOH + Deliveroo

# Programmatic showcase

## Based around restaurant locations

### Campaign objective

Deliveroo wanted to drive traffic to their site and increase app usage. They have joint promotions with selected restaurants.

For this campaign they targeted specific geolocations where they are delivering food. Using The Trade Desk, they used location and audience data to direct their buying decisioning to drive campaign effectiveness.

**Target audience**
- Geolocations focused on restaurants/ delivery options
- All adults
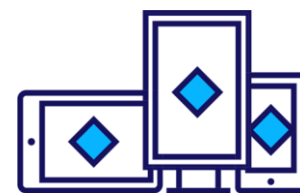
**Campaign specification**
- National campaign
- Rail, roadside and mall inventory
- HFSS compliant



In collaboration with
theTradeDesk

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