

# Programmatic showcase

## Programmatic DOOH campaign with time/day parting and mobile re-targeting

### Campaign objective

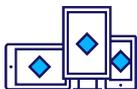
- Improve awareness of Campanile hotels and generate new prospects

For this campaign, Displayce, Values Media and Campanile adopted a strategy of maximising repetition to effectively reach their target audience. They carefully refined the re-exposure strategy of the campaign in order to reach their target audience throughout their journey.



#### Target audience

- France
- Upper socio-professional leisure and professionals who are not familiar with the Campanile brand



#### Campaign specification

- Custom dayparting: different for each venue type
- Screen types: Office, transports, malls, proxi & gas stations

In collaboration with



# Campaign results

18K

Clicks in mobile retargeting

10M

DOOH Impressions

599K

Mobile impressions



viooh.com  
hello@viooh.com



displayce+ values!

JCDecaux+



media transports + DOOHYOU LIKE +



fill up



Results

**+58%** Reach with mobile amplification