

VIOOH Programmatic showcase

Dell

Programmatic DOOH campaign running on mobile and desktop

Region

EMEA

Client

Dell

Partners

Displayce, Happydemics, Locala

THE CHALLENGE

Dell faced the challenge of shifting from the traditional offline retail model to a 100% digital presence.

THE OBJECTIVE

Seamlessly connect with Dell's target audience at the right time and place.

THE SOLUTION

Programmatic DOOH campaign running on mobile and desktop to maximise touch points. Geo-targeting targeted nearby stores in areas with a strong affinity to tech stores.



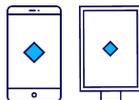
Target audience

- 18-54 year old consumers
- Business owners and decision makers
- Recurring visitors



Inventory

- 11 types of screen across 466 targeted cities



Channels activated

- Mobile
- DOOH
- Display



viooh.com

hello@viooh.com



Campaign results

+6pts

Uplift in
purchase intent.

+2pts

Uplift in
preference.

2.5M

Impressions.

