

# Programmatic showcase

## Tech giant uses programmatic DOOH to target 'IT Decision Makers'

### Campaign objective

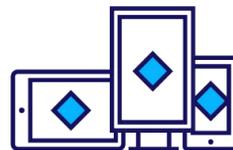
- Increase brand health metrics, especially within target audience

IBM wanted to promote themselves to the specific target audience of 'IT Decision Makers' and drive consideration amongst this audience for IBM in future operations vs. competitors.

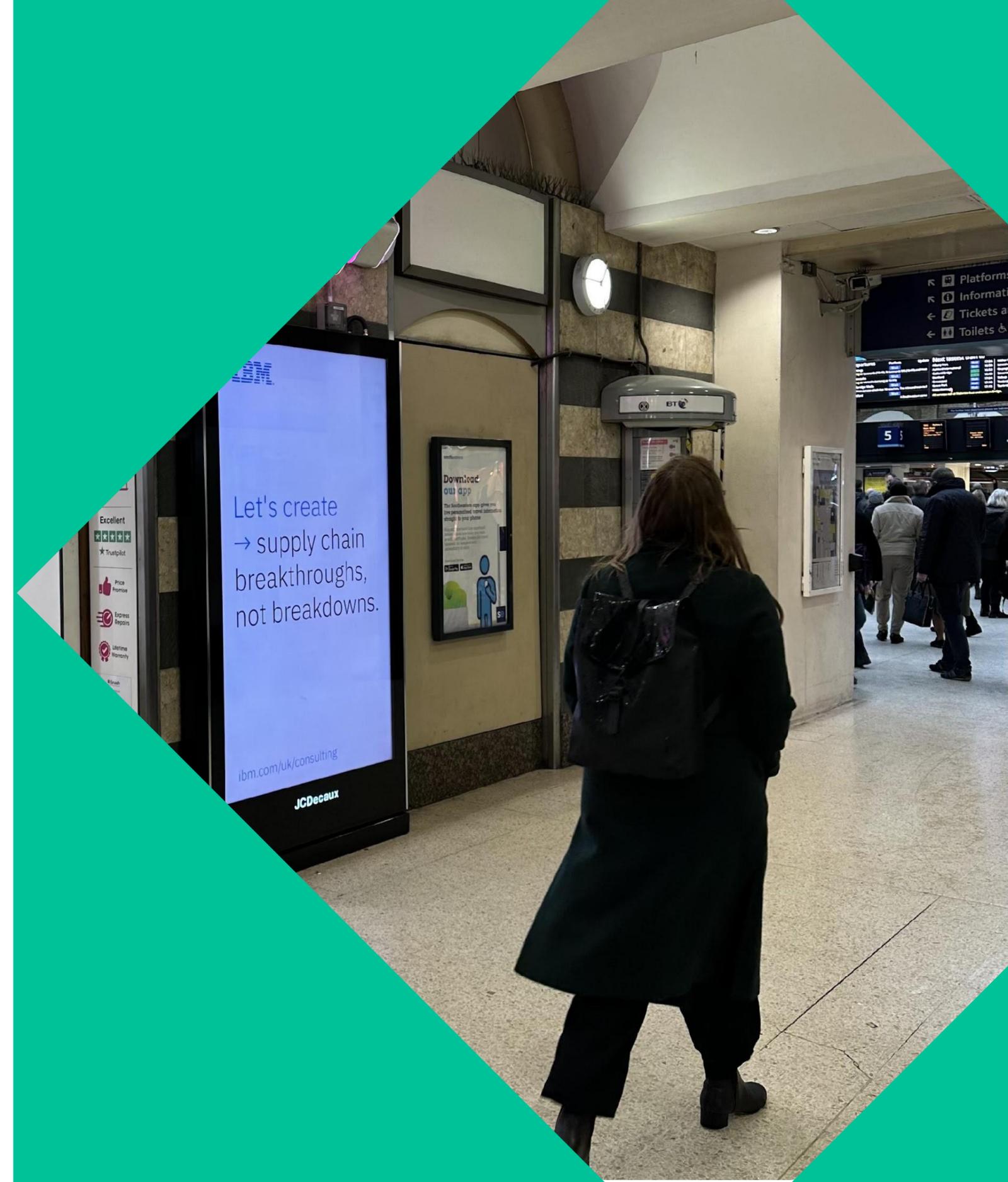
This campaign ran across key cities in the UK, targeting the decision makers of key clients via a set radius around their office locations. It also employed day-parting, running in the most relevant hours for office-workers between 7am-10am and 4pm-7pm.



**Target audience**  
- IT Decision Makers



**Campaign specification**  
- Non-guaranteed



# Campaign results

# 12%

uplift in prompted brand awareness

# 54%

of audiences have taken / will take some form of action following exposure, with online search and visiting the IBM website being the top actions evoked



# 2 in 3

had a positive campaign response, with IT Decision Makers being most positive towards the ads (77%)