

Programmatic showcase

Using programmatic DOOH with geofencing and audience targeting

Campaign objective

- Increase brand perception, consideration and market awareness

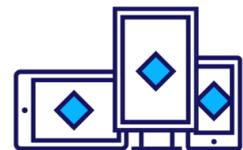
Hydrow is the leading at-home connected rower that leverages innovative technology to bring the on-water, outdoor experience of rowing to the home. For their summer campaign, they wanted to drive awareness and generate demand for their product across Great Britain.

Using the Hivestack DSP's geolocation technology, they activated programmatic DOOH through a variety of environments to a 99% audience concentration average of relevant audiences.



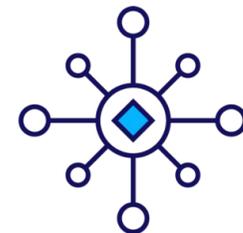
Target audience

- Upper-middle-income
- users in major cities in Great Britain
- Frequent users of Tier 1 gyms



Campaign specification

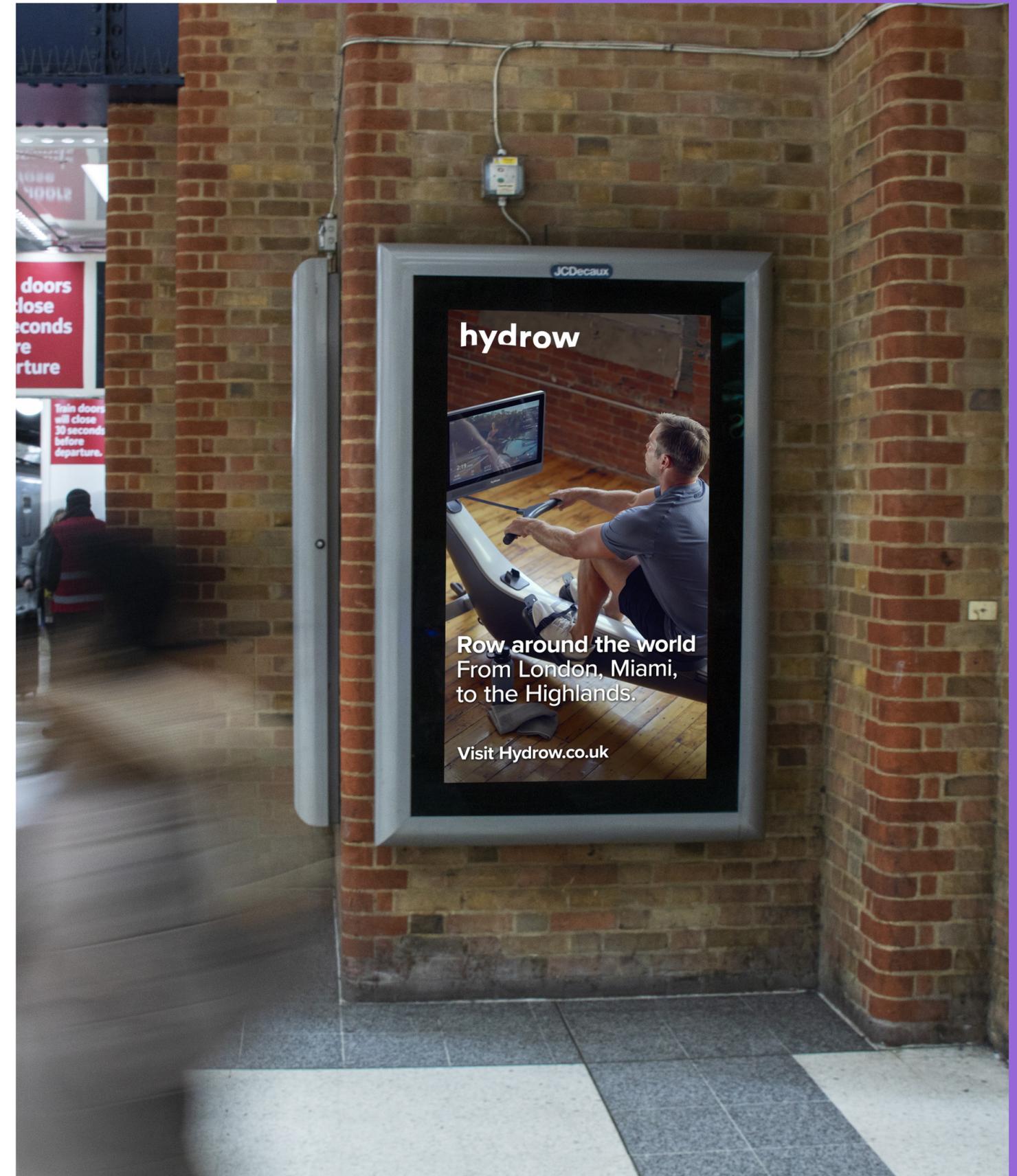
- Non-guaranteed



Inventory

- Gyms, billboards and shopping malls in 31 regions across Great Britain

In collaboration with



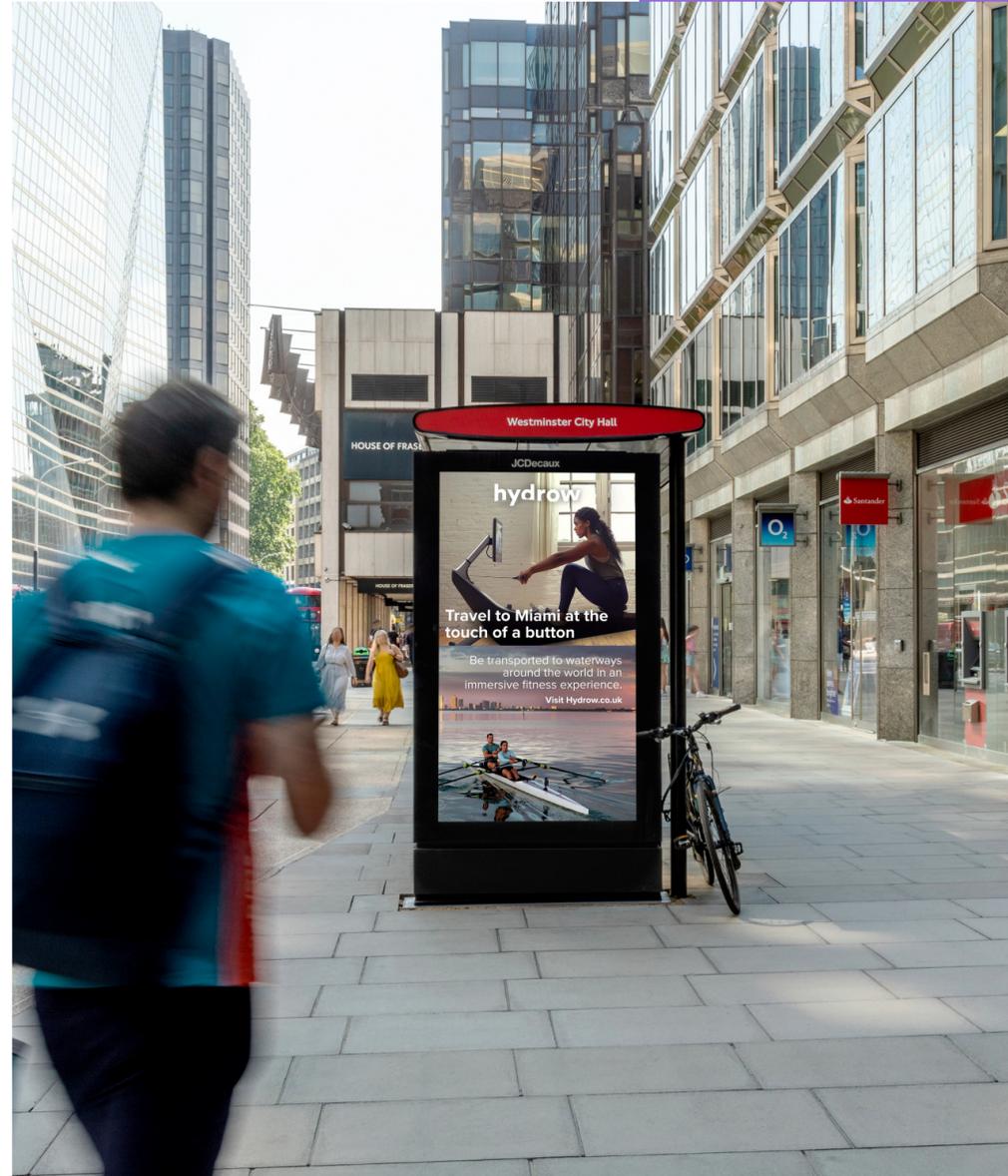
Campaign results

29%

Increase in brand awareness

26%

Increase in purchase intent



Through working with Hivestack, we've expanded our reach beyond an original baseline and set live an innovative creative approach, to encourage brand engagement.”

Marie le Hur
Director of Sales & Marketing,
Hydrow

In collaboration with