

Programmatic OOH

Case Study

Food Delivery Service



Objective

A leading food delivery service wanted to run a high-impact OOH campaign in NYC that could directly track traffic driven to their website, leveraging programmatic attribution powered by Place Exchange.

The campaign targeted several major neighborhoods in NYC, using a variety of street-level digital screens available on Place Exchange.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Leverage DOOH media in key NYC neighborhood to drive traffic to the brand's website	<ul style="list-style-type: none">● Deliver targeted campaign impressions in full, in line with specified geo targeting● Numbers of site visits attributable to the campaign● Sub-\$10 Cost per Site Visit attributable to the campaign	<ul style="list-style-type: none">● Use Place Exchange to seamlessly activate DOOH campaign programmatically on client's omnichannel DSP● Leverage Place Exchange's proprietary technology to attribute site visits to DOOH campaign exposure

Campaign Summary Report

Always-viewable, attention-grabbing OOH media helped effectively drive online visits



40,994

Conversions*

0.22%

Response Rate

\$5.75

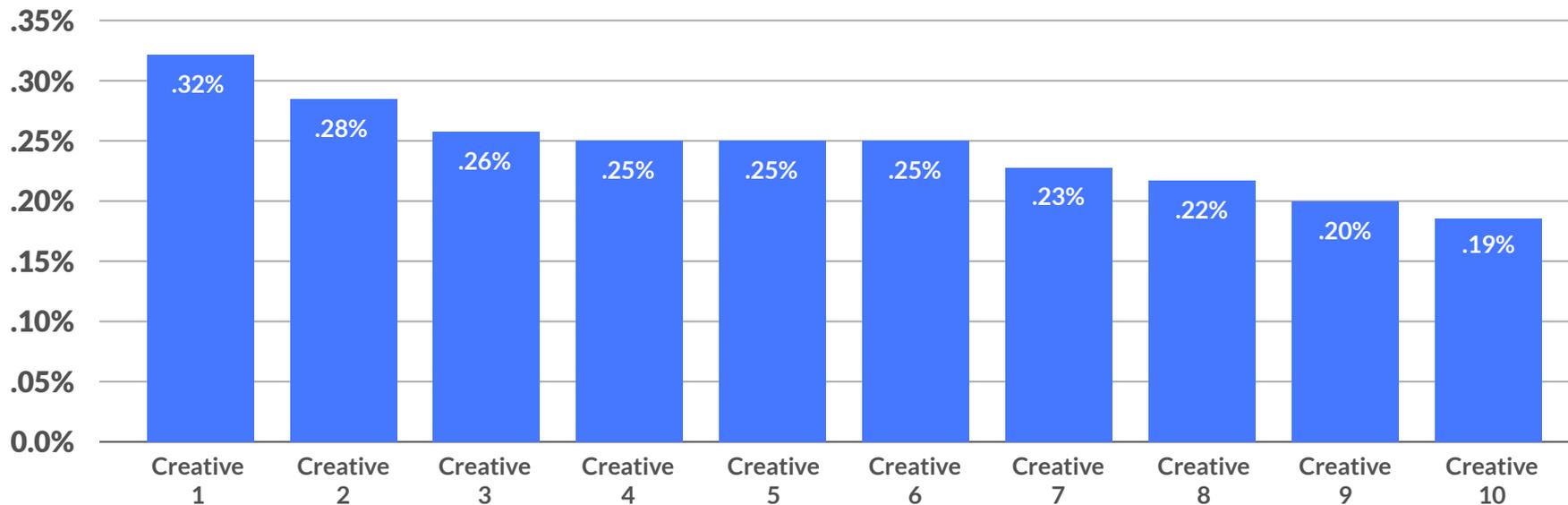
CPA

The campaign not only demonstrated the ability to perform attribution for DOOH, but generated an attractive cost per site visit and yielded data that allowed for in-flight optimization (see following slides).

Creative Performance Analysis

Data revealed clear and significant variation in the performance of individual creatives.

Response Rate

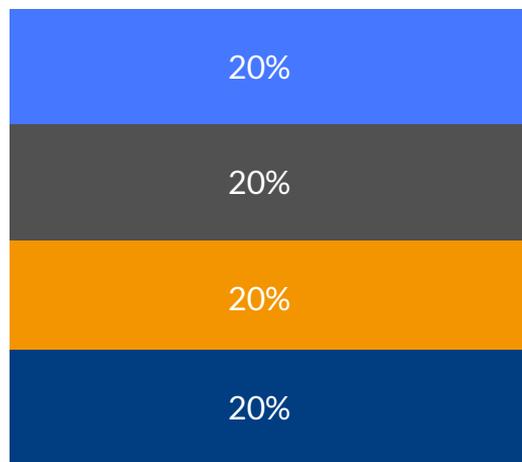


Campaign Insights by Creative Concept

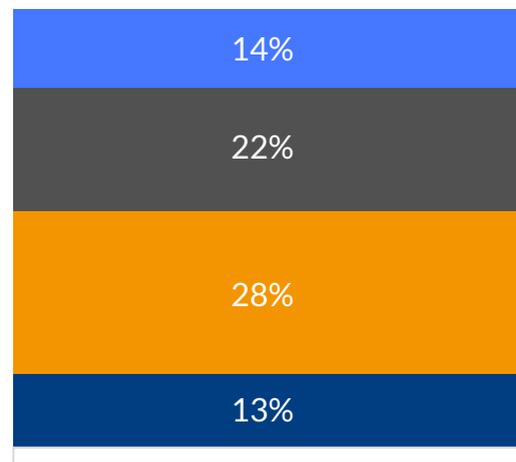
Creatives Concepts*

- Concept A
- Concept B
- Concept C
- Concept D
- Concept E

Impression distribution



Conversion distribution

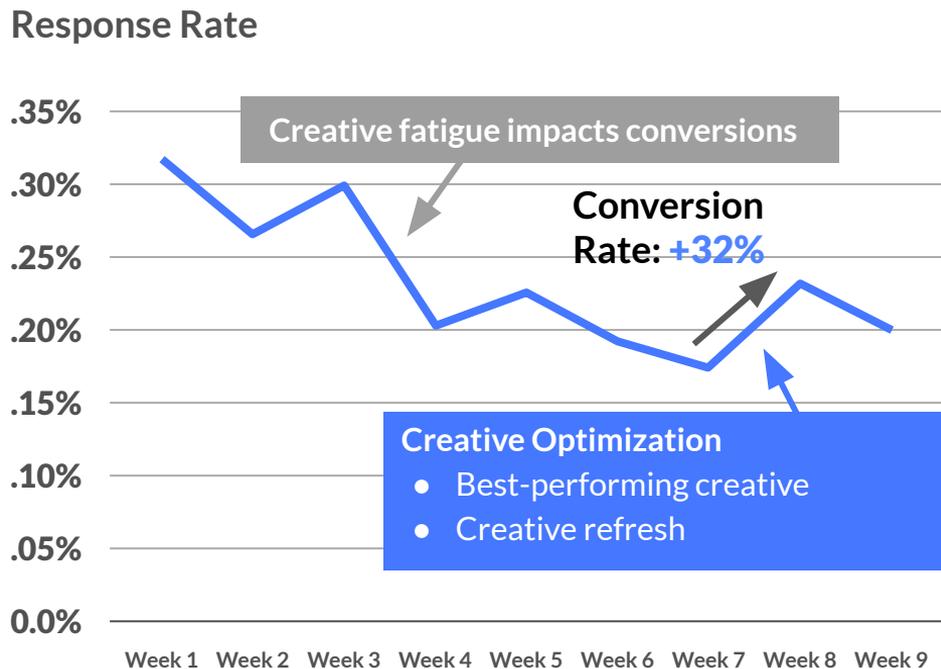


Performance Index

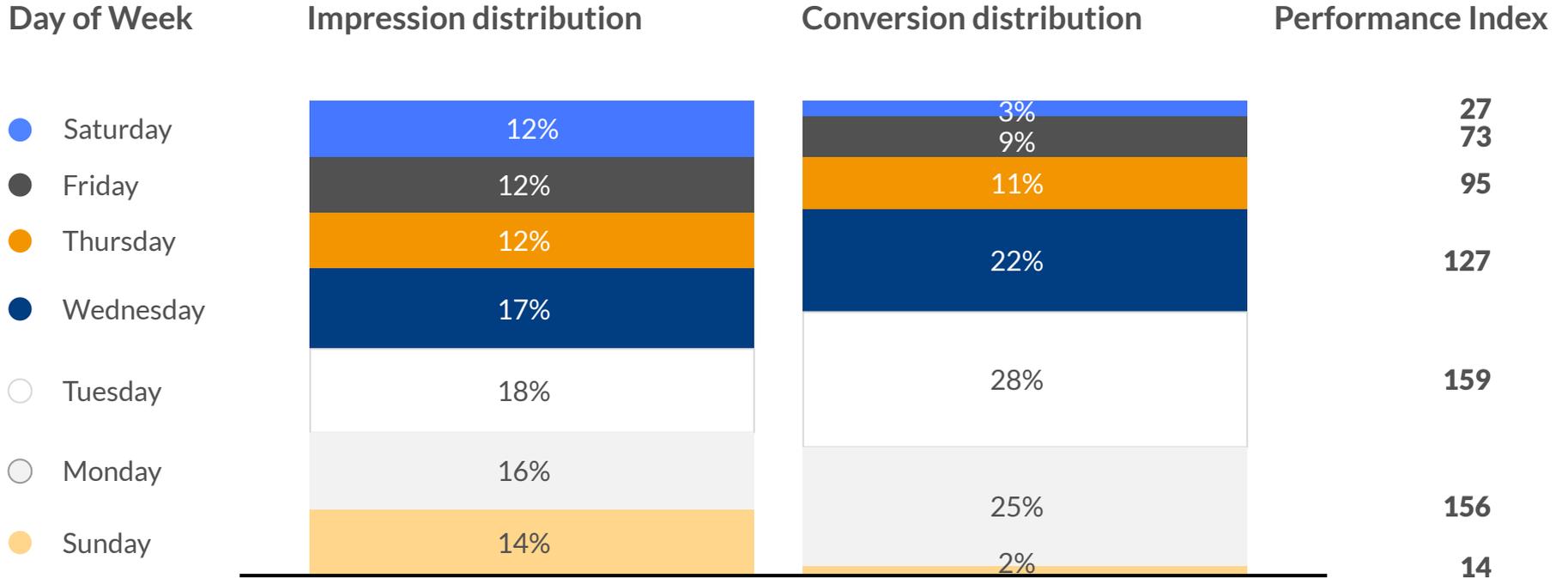
71
108
140
67
115

Ongoing Measurement Enabled In-Flight Optimization

Place Exchange enabled in-flight performance insights and the ability to optimize creatives in real time.



Campaign Insights by Day of Week

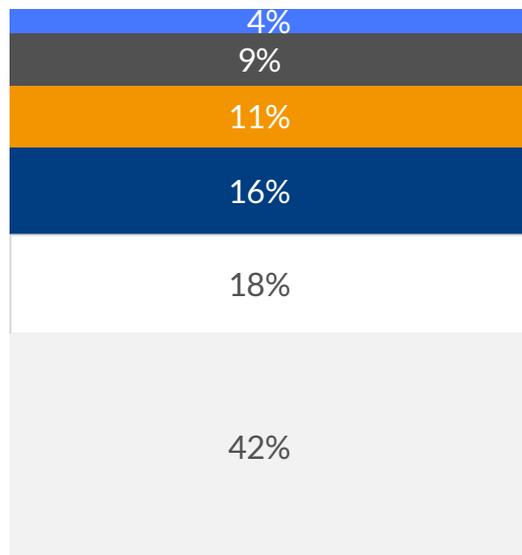


Campaign Insights by Geo

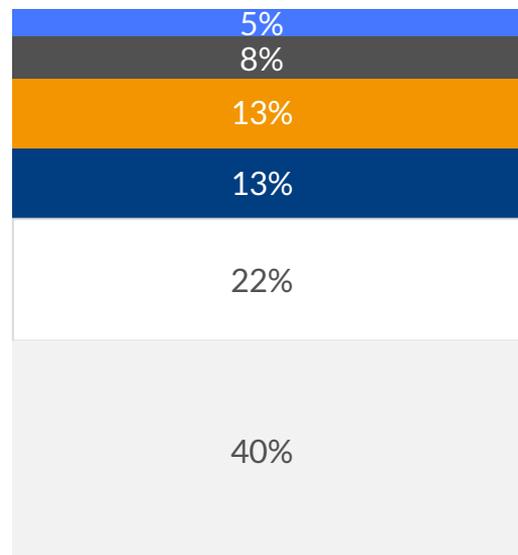
Neighborhoods

- Chelsea
- Midtown
- Gramercy
- Upper East
- Midtown East
- Upper West

Impression distribution



Conversion distribution



Performance Index

93
119
117
81
119
42

Unlock the real power of OOH

