

## Programmatic showcase

### Multi-channel campaign combining programmatic DOOH and mobile retargeting

#### Campaign objective

- Reaffirm the perception of the AMEX Platinum card as a premium credit offering that delivers fantastic benefits.

AMEX platinum card is one of the most premium in market. This campaign aimed to reinvigorate the perception of the platinum card and its fantastic benefits to high value applicants. Mobile retargeting was deployed alongside prDOOH with Mobilewalla, sharing AMEX to those audiences exposed throughout the broadcast activation. Certain locations were geofenced, whereby audience devices seen in proximity to campaign assets during the period were retargeted.



#### Target audience

- American Express' 'high value applicants'



#### Campaign specification

- Mobile retargeting
- Geofencing



#### Inventory

- Premium inventory
- Digital large format, smartframe and airport JCDecaux screens



#### Campaign results

1.8M

DOOH impressions

500,000

Mobile impressions

+31%

Improvement in value perception