

VIOOH Programmatic showcase

win2day

Programmatic DOOH campaign utilising DCO to showcase real-time betting odds

Region

EMEA

Client

win2day

Partners

Gewista, Splicky, Dentsu Austria, LWND

THE CHALLENGE

win2day wanted to stand out from other betting companies during the European Championships.

THE OBJECTIVE

Showcase real-time betting odds to drive awareness to win2day as the sports betting expert with Fairplay.

THE SOLUTION

Use of DCO to display the betting odds for the Austrian national team's opening match. Creatives were continuously updated for the customers during the matches. Application Programming Interfaces (APIs) were used to gain real-time adoption of dynamic elements based on Gewista customers.



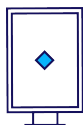
Target audience

– Soccer fans



Inventory

– Metro screens across districts in Vienna



Channels activated

– prDOOH



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