

# VIOOH Programmatic showcase

## FREENOW

### Data-driven programmatic DOOH campaign

#### Region

EMEA

#### Client

FREENOW

#### Partners

WallDecaux, Hawk, Heart & Science, OMG Value X GmbH

#### THE CHALLENGE

FREENOW faced heavy competition as there are a multitude of rideshare apps available to passengers.

#### THE OBJECTIVE

Generate awareness for FREENOW's service in German cities.

Capture the attention of their mobile audience when transportation needs were paramount.

#### THE SOLUTION

Utilising a combination of Dynamic Creative Optimisation (DCO) and first-time integration of 1st party data. Using geo-coordinates, estimated times of arrivals of taxis were displayed in proximity to available FREENOW taxis, integrated into campaign motifs in real time guiding potential passengers to the FREENOW service especially during the rush hour times.



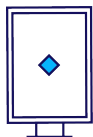
#### Target audience

- Potential passengers already moving around the city



#### Inventory

- WallDecaux's premium locations on the vibrant metropolises of Berlin, Hamburg and Munich



#### Channels activated

- Programmatic DOOH



#### Campaign results

# 8.1 million

Viewable impressions over a two-week period



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