

VIOOH Programmatic showcase

Biltema

Proximity targeted campaign to boost foot traffic to stores

Region

EMEA

Client

Biltema

Partners

JCDecaux Norway, Vistar Media, Precis Digital, Spotzi

THE CHALLENGE

Biltema, a leading do-it-yourself warehouse chain in Norway sought to enhance store traffic.

THE OBJECTIVE

Increase foot traffic to Biltema stores.

THE SOLUTION

Precis Digital used Biltema's consumer data to define a 15-minute driving radius around 26 Biltema stores. The success of the campaign was measured through Spotzi's Foot Traffic Attribution study comparing store traffic before and during the campaign (focusing on those exposed to the ads through mobile device IDs).



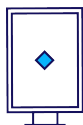
Target audience

- Norwegian car-bound shoppers



Inventory

- Street furniture within a 15-minute driving distance to 26 Biltema stores



Channels activated

- prDOOH



Campaign results

27.43%

Increase in foot traffic

37.833

The number of unique mobile phones seen during the campaign

19 days

The effect of this campaign lasted for almost 19 days



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