

Programmatic showcase

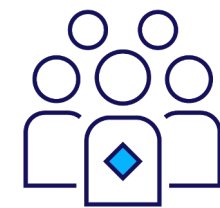
Displaying availability of appointments with location-based targeting via programmatic DOOH

Campaign objective

- Drive awareness
- Create a direct response amongst consumers to visit one of their locations

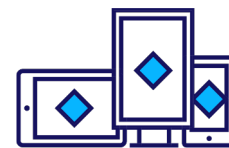
Schoonenberg Hoorsupport is the market leader in hearing solutions in the Netherlands.

For their 2021 campaign, VIOOH, Sage + Archer, JCDecaux Netherlands and Yonego came together to create a hyper-targeted prDOOH campaign, utilising advanced functionalities only made possible through the use of programmatic such as custom triggers in order to reach audiences more efficiently.



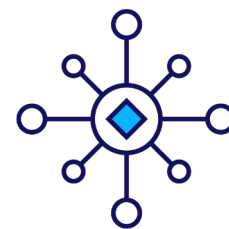
Target audience

- General public in need of hearing test



Campaign specification

- Non-guaranteed



Inventory

- Street furniture in close proximity to approx. 25 Schoonenberg locations across the Netherlands

In collaboration with



SAGE + ARCHER +

JCDecaux +



Programmatic elements

Through S+A's POI-generator, a custom targeted list of all potential digital screens within a 1.5 KM radius of participating service locations, only delivering the campaign on all HTML5-supported media owner screens

The integration of a Channable API centralised the appointment availability participating stores into a feed, activating the campaign only when there was booking availability for hearing tests in the local/ nearest location

The closest Schoonenberg Hoorsupport service location was displayed to point audiences to their closest branch

Campaign results

51%

increase in web traffic

8.5%

more appointments being made online

