VIOOH Programmatic showcase

tombola

tombola hits the jackpot with first prDOOH campaign

Region Europe

Partners

Hawk, EssenceMediacom, Captify, JCDecaux, Clear Channel, DAX, FRAMEN, I-Media

THE CHALLENGE

Search has always been a key indicator of consumer behaviour, but to date, brands have been unable to leverage this data set for DOOH campaigns.

Client

tombola

THE OBJECTIVE

Elevate brand awareness and drive consideration for tombola. Increase share of search among competitors.

THE SOLUTION

ooh.com n@viooh.com

Programmatic DOOH campaign with day-parting to deploy ads when tombola app usage was at its peak. Captify and HAWK's insight platform, Sense, came together to reach in-market audiences and drive a direct link between offline impressions and online search behaviour.



Inventory – D6 and D48 screens

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Channels activated	
- DOOH	

tombola **£7 million** is won every week tombola Could you be next? tombola 32 42

JCDecaux

combola



A bingo winner every 5 secon

Could yo

be next

Average unique 01/01 - 31/03/24

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Campaign results

Impressions.

38%

2.5M

Increase in brand searches, in post codes exposed to the activity.

16% Increase in market share (compared to competitors during the campaign period).

tombola Here comes another! tombola A bingo winner every 5 seconds! Could you be next? Clear Channel THEBELL ATRONS

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