

PaySafe

Challenge:

PaysafeCard, part of global payments platform Paysafe, is a prepaid online payment method that allows users to make purchases online without providing personal financial information.

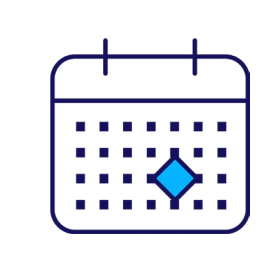
For their latest campaign, PaysafeCard faced the task of meaningfully engaging their two key audiences within the German market: online gamers and gamblers. These consumers are highly digital, discerning, and often cautious when adopting new payment methods. At the same time, PaysafeCard needed to establish a distinct presence within a crowded alternative payments landscape, dominated by major players such as PayPal.

Paysafe



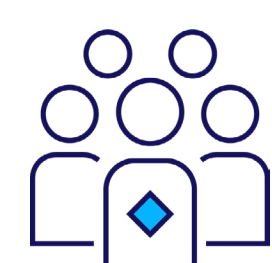
Market

- Germany



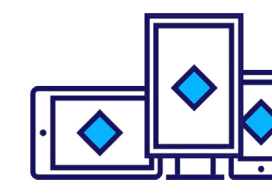
Campaign Dates

- 10.03.25 > 30.04.25



Target Audience

- Gamers and Gamblers



Environments

- Street Furniture & Rail

Solution:

To overcome these challenges, PaysafeCard launched an ambitious programmatic digital out-of-home (pDOOH) campaign designed to capture attention in high-traffic urban environments. Large-format D48 and D6 screens were strategically placed across Germany, ensuring the brand was visible to the right audiences at the right moments.

The creative messaging centred on PaysafeCard's core promises of speed and security, positioning it as a modern, trusted alternative payment method well-suited to gamers and gamblers. By focusing on these attributes, the campaign aimed to resonate with users looking for both convenience and reliability in their digital payment experiences.

The campaign was meticulously planned to maximise both reach and impact. The activity was concentrated in street furniture and rail environments, locations chosen for their high visibility and ability to engage consumers during key moments of their daily journeys. The screens utilised as part of the campaign had a high affinity for gamers and gamblers, reinforcing the brand's relevance and deepening its connection with these audiences.

The campaign also incorporated robust measurement, using a combination of postcode data and survey responses from both exposed and control groups to assess brand lift and behavioural impact across multiple key metrics. This comprehensive approach ensured the campaign not only built broad awareness but also encouraged deeper consideration and action, in addition to producing some actionable insights for PaysafeCard to utilise in future.



Results:

The campaign delivered strong outcomes across both strategic brand metrics and behavioural indicators. Among those exposed, ad recall improved significantly, with a notable 12 percentage point increase among gamblers.

Overall brand familiarity rose by eight percentage points, and this uplift was even higher among gamers, who saw a ten-percentage point rise.

Brand favourability also improved, particularly among gamers (+7% points) and female respondents (+9% points). Brand consideration increased by five points overall, exceeding industry benchmarks, while brand preference rose by six points, driven by growth among younger audiences and women.

Although purchase intent remained stable at a total level, it showed encouraging growth among gamers and male audiences, each recording a five-point increase.

72%

of viewers responded positively

77%

of viewers taking, or intending to take, action

Beyond quantitative measures, the campaign achieved impressive creative engagement. An outstanding 72% of the exposed audience responded positively to the advertising, significantly outperforming the benchmark of 58%. Gamers, in particular, demonstrated a strong connection, with positive responses reaching 88%.

Additionally, 77% of all viewers reported taking, or intending to take, action as a result of seeing the campaign — a substantial uplift compared to the 52% benchmark. Qualitative feedback further underscored the creative's effectiveness, highlighting that audiences viewed PaysafeCard as an innovative, secure, and fast option for digital payments.



Conclusion:

PaysafeCard's pDOOH campaign successfully addressed its core challenge of engaging gamers and gamblers within the competitive German market. The campaign delivered significant improvements in brand familiarity, favourability, consideration, and creative engagement, while also prompting strong activation and intent to use. These outcomes demonstrate the effectiveness of combining programmatic out-of-home advertising with a focused creative strategy and rigorous measurement approach.