

Programmatic DOOH Campaign Case Study -

ZOHO Campaign



Campaign Overview

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- **Campaign Duration:**
July 25, 2024, to August 24, 2024
- **Campaign Type:**
Programmatic Digital Out-of-Home (DOOH) Advertising
- **Media Type:** T3 Domestic Classic Digital Departure Boards

The primary goal of the ZOHO Workplace campaign was to enhance brand visibility and engagement among target audiences in high-traffic areas, leveraging programmatic DOOH technology to reach millions effectively.

Key Metrics

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Total Ad Plays Delivered:
388,758



Total Impressions:
92,672,467



Unique Reach:
3,163,009 individuals



Average Frequency:
29.3 impressions per unique viewer

Audience Insights

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The campaign successfully targeted a diverse audience segment:



Travelers:
36.13%



Commuters:
16.25%



White Collar Professionals:
13.32%



Shopaholics:
5.22%



Business Owners:
6.76%

Engagement Patterns

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Peak Impressions & Optimal Interaction Times



Peak Impressions:
6-9 AM & 7-10 PM

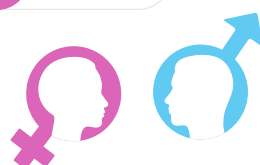


Highest Impressions:
Fridays and Saturdays

Reach based on Demographics:

• Male Audience: 61.23%

• Female Audience: 38.77%



Campaign Strategy

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The campaign utilized Moving Walls' advanced programmatic DOOH technology to deliver targeted advertisements based on real-time audience data and location analytics. This approach enabled ZOHO to maximize its advertising impact by reaching potential customers at strategic times and locations.

Results and Impact

The ZOHO Workplace campaign achieved remarkable results:

- The extensive reach across various audience segments demonstrated the effectiveness of programmatic DOOH in engaging potential customers.
- The high frequency of impressions reinforced brand visibility and awareness among the target audience.
- The campaign's success illustrates the power of leveraging digital platforms to connect with millions effectively.

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Conclusion

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The ZOHO Workplace programmatic DOOH campaign exemplifies how innovative advertising strategies can drive significant engagement and brand recognition in a competitive market. By utilizing Moving Walls' technology, ZOHO successfully connected with millions of potential customers, showcasing the effectiveness of programmatic DOOH in modern advertising. The integration of Moving Audience Xchange further underscores the power of data-driven insights in crafting impactful advertising experiences.