

Programmatic OOH Case Study Real Estate Brokerage



Objective

A leading real estate broker sought to leverage DOOH media to drive new-home-intenders in select geographies (Charlotte, Cleveland, Columbus) to their website.

A major digital agency with proprietary first-party data assets wanted to prove the ease and effectiveness of targeting their proprietary new-home-intender audiences on programmatic DOOH media through Place Exchange, as well as measure DOG's ability to drive lower-funnel performance for the real estate client.



Campaign Goals & Metrics Summary

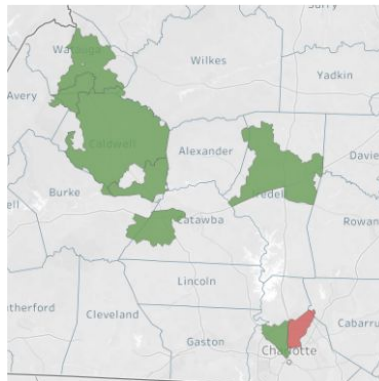
Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Target the agency's proprietary audiences (new-home-intenders) on DOOH screens in the desired geos● Drive measurable increases homepage visits and property search page visits for the brand	<ul style="list-style-type: none">● Deliver targeted campaign impressions in full, in line with specified audience and geo targeting● Test vs. Control lift in:<ul style="list-style-type: none">○ Homepage visits○ Property searches	<ul style="list-style-type: none">● Use Place Exchange data identify DOOH screens that over-index against the agency's proprietary new-home-intenders segment, as well as under-indexing screens to provide a controlled comparison● Use Place Exchange to seamlessly activate DOOH campaign programmatically on client's omnichannel DSP across multiple OOH media owners● Pass back device-level data for exposed consumers to enable conversion measurement

Audience Targeting

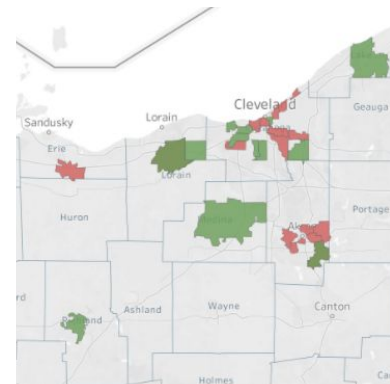
The agency and Place Exchange set up a controlled A/B test campaign for the real estate campaign by matching the proprietary audiences against Place Exchange's data and separately grouping DOOH screens that over-indexed and under-indexed against the target audience segment.

Place Exchange ran programmatic DOOH media and leveraged its patented IP to pass back device-level data resulting from consumer exposure to the DOOH campaign, which in turn allowed for measurement of online conversions.

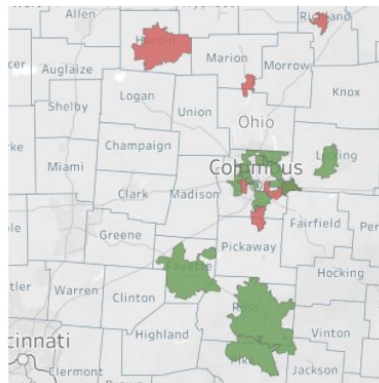
Campaign Markets



Charlotte, NC



Cleveland, OH



Columbus, OH

*Green: over-indexing
Red: under-indexing
Maps not to scale to accommodate different areas covered*

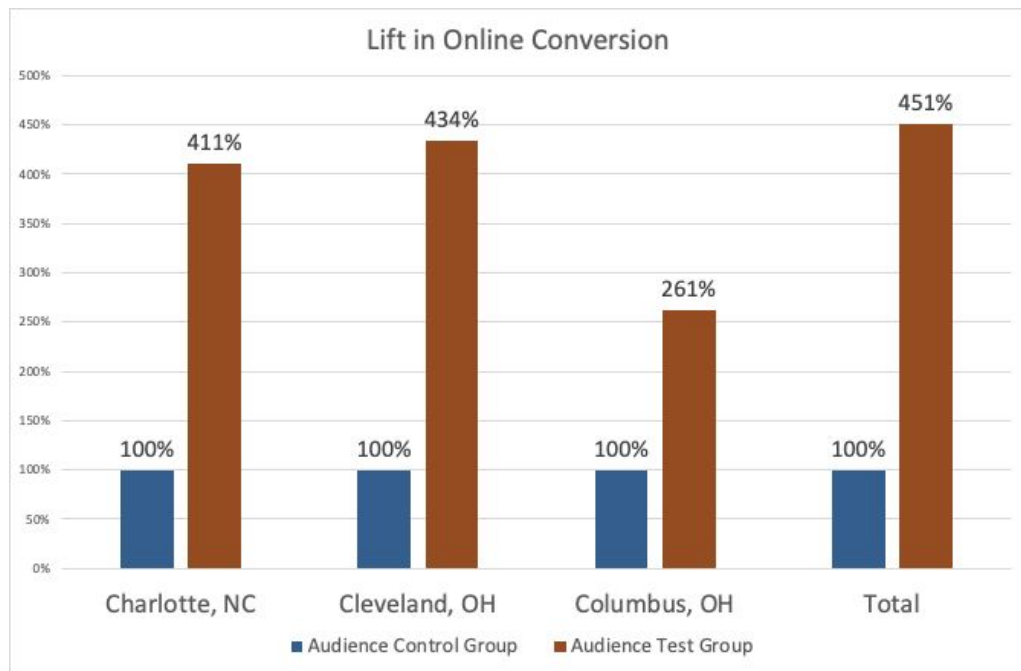
Campaign Results

Targeting the agency's proprietary new-home-intender segments produced significantly better results.

Place Exchange DOOH media targeting the agency's proprietary new-home-intender segments produced over **3.5x more conversions** for over-indexing screens vs. under-indexing screens, across *all* markets in the campaign.

The campaign produced significant lift against all tracked conversion events:

- Over 2.5x for Home Page Visits
- Over 4.3x for Property Searches



Unlock the real power of OOH

