

Programmatic OOH Case Study Insurance Provider



Objective

A leading insurance provider partnered with Place Exchange to launch a programmatic digital out-of-home (DOOH) campaign reaching potential customers on high-indexing screens in Connecticut, Maryland, New Jersey and Pennsylvania against their target audience of A25-54, HHI \$150k+. The insurance provider wanted to drive brand awareness and demonstrate measurable brand lift.

The campaign ran on a mix of premium outdoor and place-based inventory to reach potential customers throughout the day.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Efficiently reach the brand's target audience (A25-54, HHI \$150k+) with DOOH messaging in CT, MD, NJ, PA● Drive measurable improvement in branding metrics	<ul style="list-style-type: none">● Deliver targeted campaign impressions in full, in line with specified audience, geo, and venue targeting● Lucid brand-study metrics:<ul style="list-style-type: none">○ Ad Recall○ Brand Awareness○ Brand Perception○ Brand Consideration	<ul style="list-style-type: none">● Use Place Exchange to seamlessly activate a DOOH campaign programmatically – delivering brand messaging in high-indexing areas for consumers A25-54, HHI \$150k+● Deliver device-level exposure data to 3rd party measurement vendor

Audience Targeting

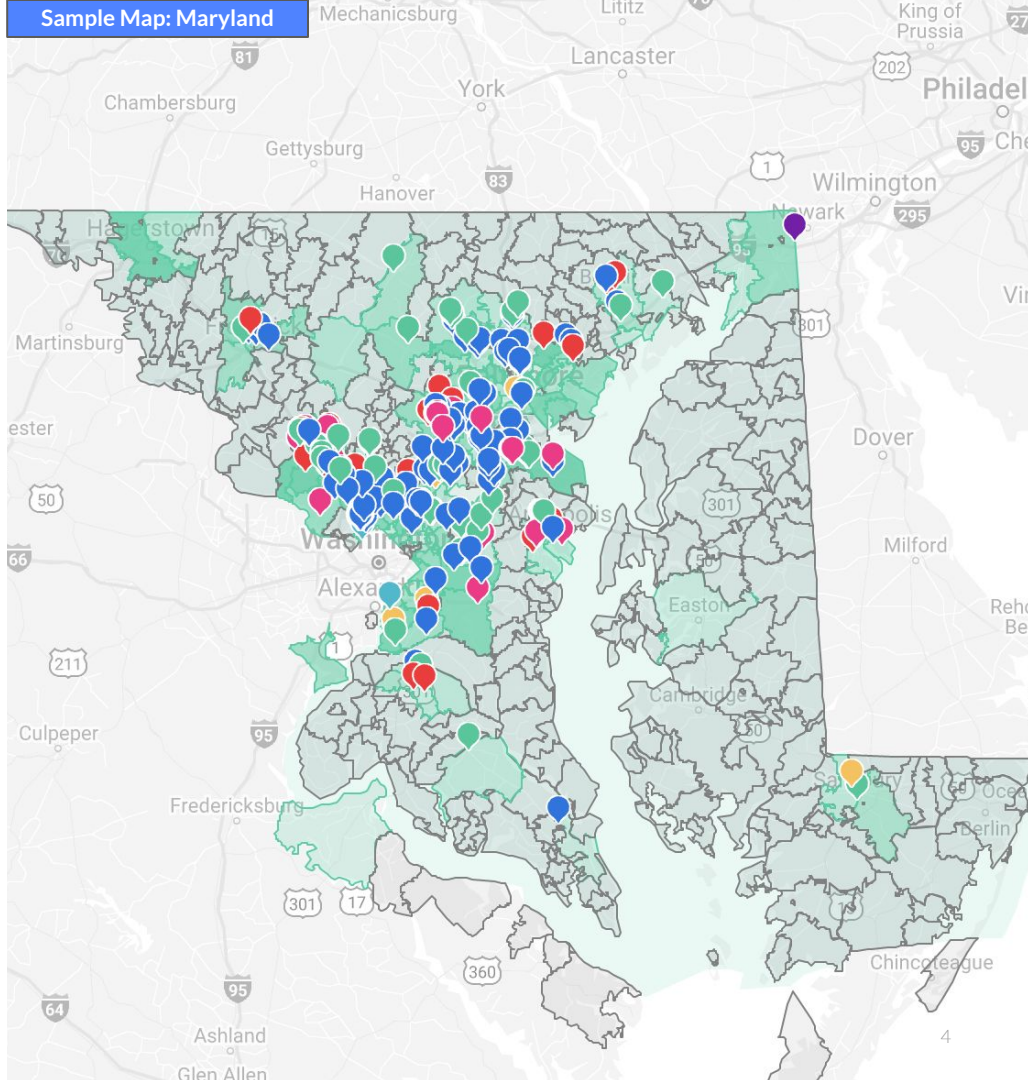
Leveraging third-party data, Place Exchange identified the areas in Connecticut, Maryland, New Jersey and Pennsylvania with high concentrations of the target audience:

A25-54, HHI \$150k+.

Place Exchange mapped and delivered ads to the available outdoor and place-based DOOH inventory in high-indexing areas.

Total Screens: **380**

Map shows examples of Place Exchange inventory within high-indexing regions for A25-54, HHI \$150k+.



Campaign Results

Overview of 10-month flight:

479 million

total impressions delivered by
Place Exchange to insurance
brands' audiences in
the real world

Brand study results demonstrate brand lift
across all recorded metrics:

Measured by **LUCID** 

5.4% increase in ad recall
Lucid Benchmark: 1.37%

11.2% increase in brand awareness
Lucid Benchmark: 2%

3.8% increase in brand favorability
Lucid Benchmark: 0.33%

1.6% increase in brand consideration
Lucid Benchmark: 1%

Unlock the real power of OOH

