



HOW foodora INFLUENCED THE WORKPLACE

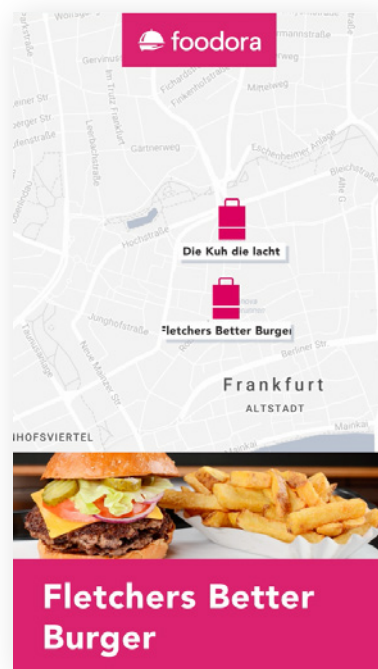
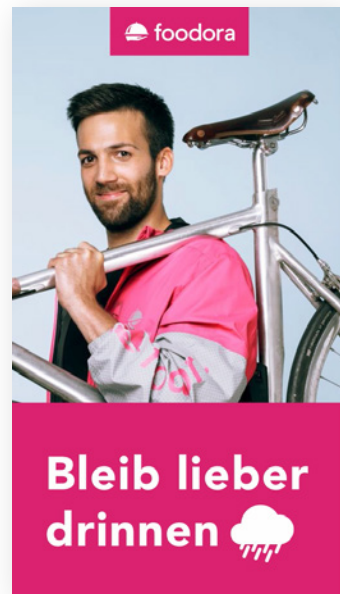
Markets

Frankfurt, Dusseldorf, Hamburg

Campaign

April & May 2018

Partners



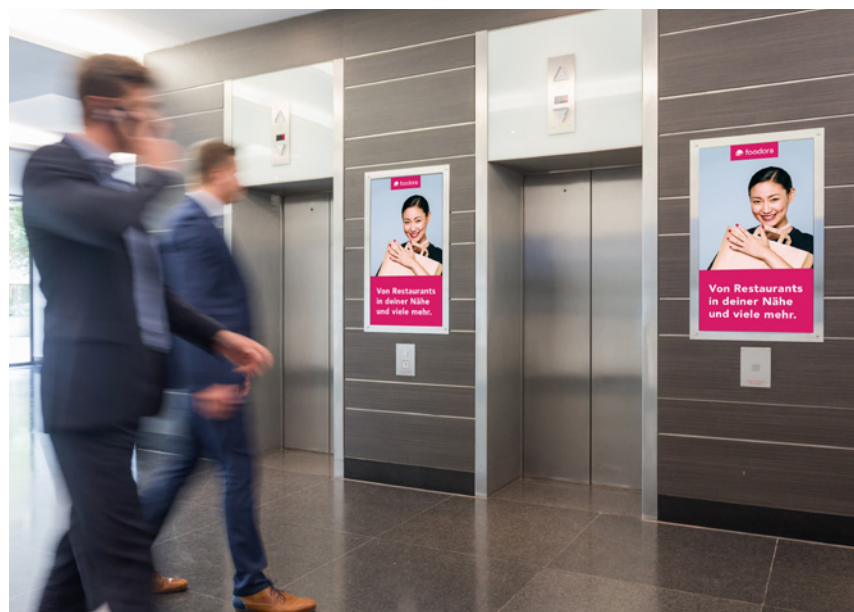
BRIEF

foodora's objective for their first DOOH programmatic campaign was to increase awareness of it's Pick-Up feature and German workplace professionals were identified as a key target audience.

SOLUTION



ECN and its partners combined to deliver the combination of automated bidding and creative data triggers based on different weather conditions, time of day and location. Screen location also triggered online and mobile campaigns, by using longitude and latitude data, those near a campaign screen were served an ad on their mobile device to increase campaign reach and frequency.



RESULT

The programmatic campaign was a highly targeted and relevant messaging to German workplace professionals. Serving 107,000 ads and reaching a million impressions, foodora's multi-channel programmatic campaign was a big success, and according to foodora, delivered a sales uplift of up to 300%.

TESTIMONIALS

"We have been eyeing programmatic digital out-of-home for a while now, and we are so pleased that we finally added this channel to our media campaign. The targeting options available enabled us to reach our intended audience, and the data integrations allowed us to add valuable context to our messaging."

Mufadal Jiwaji, programmatic lead at foodora.

