

**Success story**

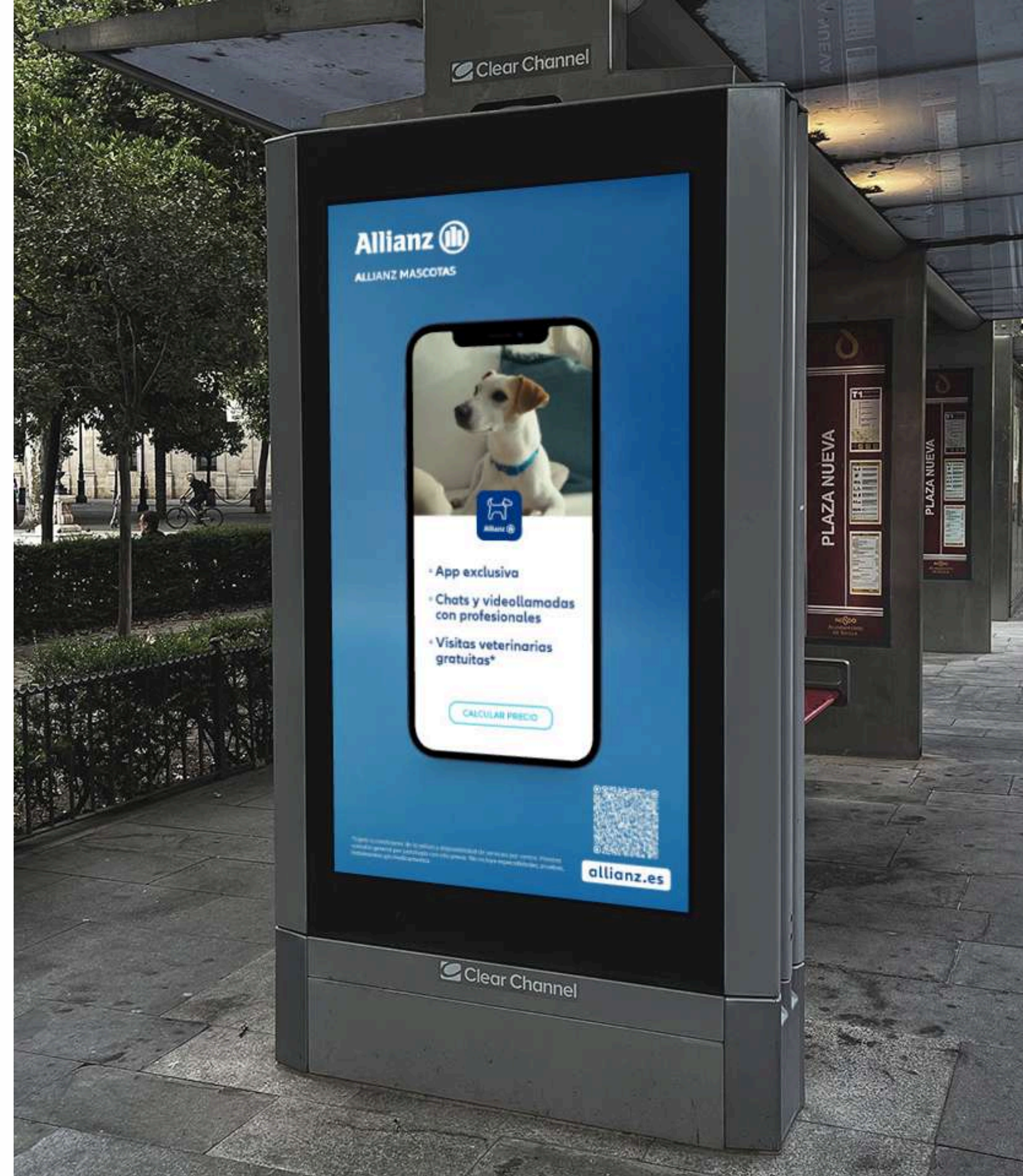


# How can programmatic DOOH and audience data be used to raise awareness for Allianz's new insurance?

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x





CONTEXT

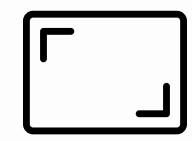
# Use the publication of new pet regulations to promote Allianz's new pet insurance to pet owners

Crafting a programmatic DOOH campaign with precise audience and geographic targeting to effectively reach Allianz's target audience.



PLAN

- Campaign dates: 17/06/2024 to 17/07/2024
- Country of diffusion: Spain in 7 different regions
- Targeted locations: Around parks in Barcelona, veterinarians, pet clinics and pet stores on 8 different venue types
- Targeted audience: Pet owners in urban and suburban environments



**1 690**  
DOOH screens



**1 126**  
Point of interests

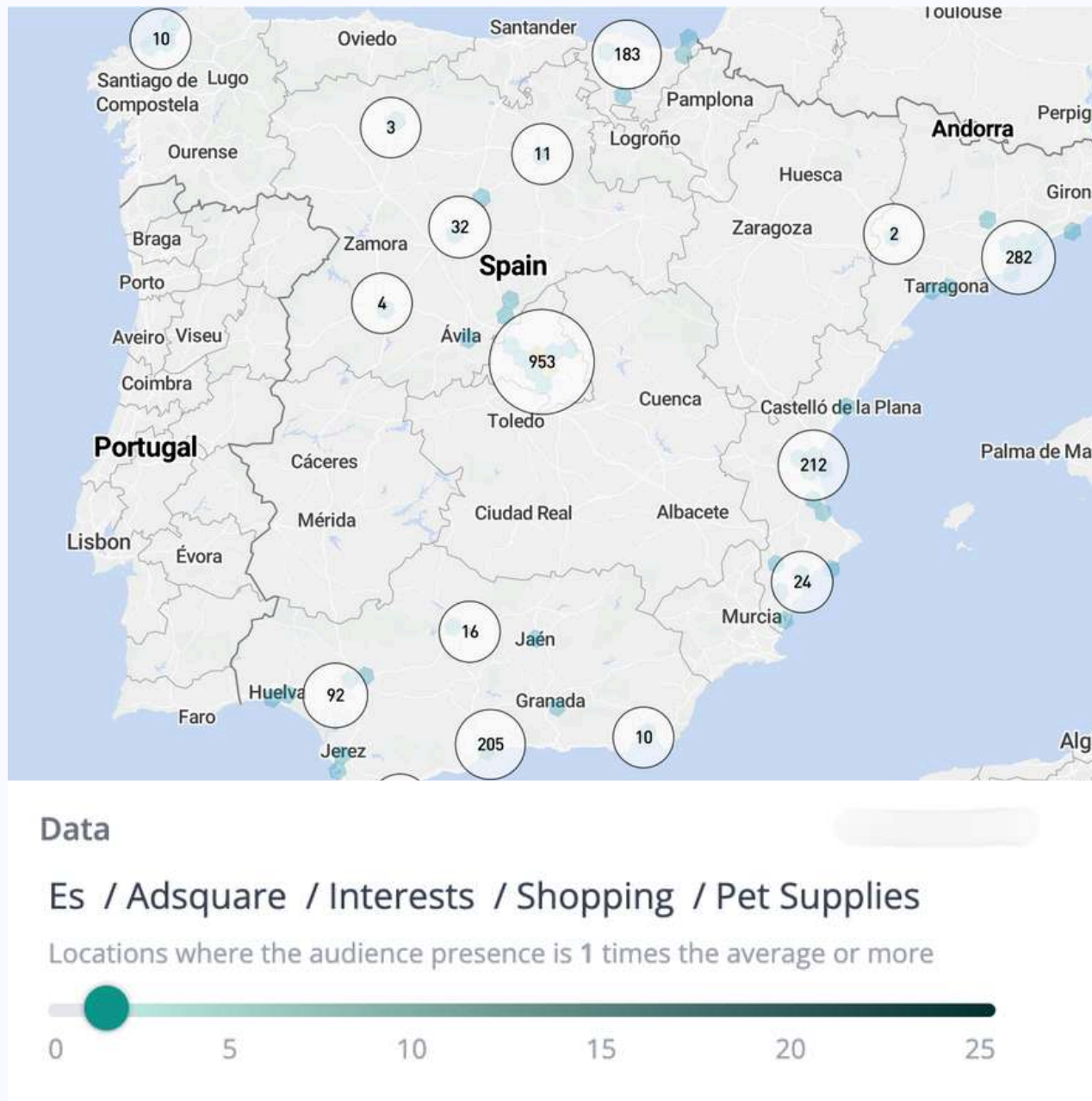


**1.9M**  
DOOH impressions



**124K**  
DOOH plays

# Adding context to the campaign with precise geo and audience targeting



## Geographic targeting

- Targeting **7 different Spanish regions**: Comunidad de Madrid, Cataluña, Andalucía, País Vasco, Comunidad Valenciana, Canarias, Galicia
- **Activating Google POI and custom points**: 1km radius around pet clinic, pet stores and parks

## Custom dayparting

- **Different time diffusion** depending on the **points of interest & venue type**

## Audience data

- Activation of **one audience segment** : Interest > Shopping > Pet supplies with an affinity score of 1
- Following the audience during the day: office buildings, outdoor, subway, parkings, bus shelter, malls

Broadcasted with:

JCDecaux



Clear Channel



FRAMEN

tumedio

exteriorplus



adsquare

STRATEGY - MOBILE

# And retarget DOOH exposed users on their mobile



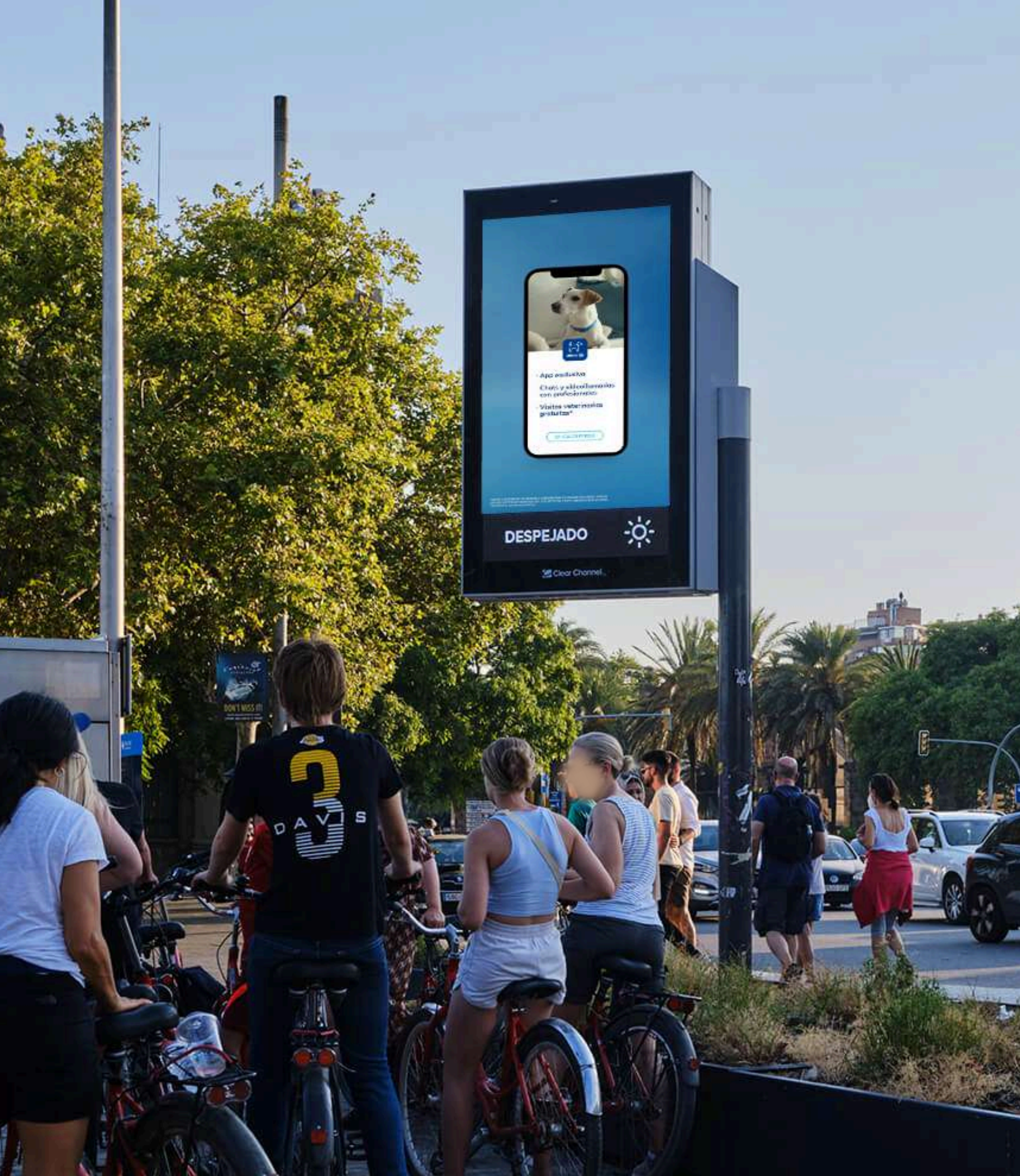
## Real-time retargeting

- When a passerby stands in front of a DOOH screen broadcasting the Allianz campaign, Locala will retrieve their mobile IDs for later retargeting.
- This retargeting is conducted through a diverse panel of websites and apps. For this mobile format, the agency used a single creative to create repetition, echoing the programmatic DOOH campaign at the same time.

## Results

- On average, the creative generated **80 clicks** and **4,000 mobile impressions** per day of diffusion.





***Thanks to our recent efforts, we have not only increased brand recognition but also enhanced consideration, leading to a significant rise in customer awareness and engagement. The successful launch of our new pet insurance is a prime example of this. Additionally, DOOH has become a crucial tool, complementing our retargeting strategies and ensuring consistent impact at every stage, from awareness generation to conversion. The selected media mix has been key to this success, directly contributing to the 12% growth in pet insurance policies and customers between December 2023 and July 2024.***

**María Luisa de la Peña**

Chief Marketing Officer

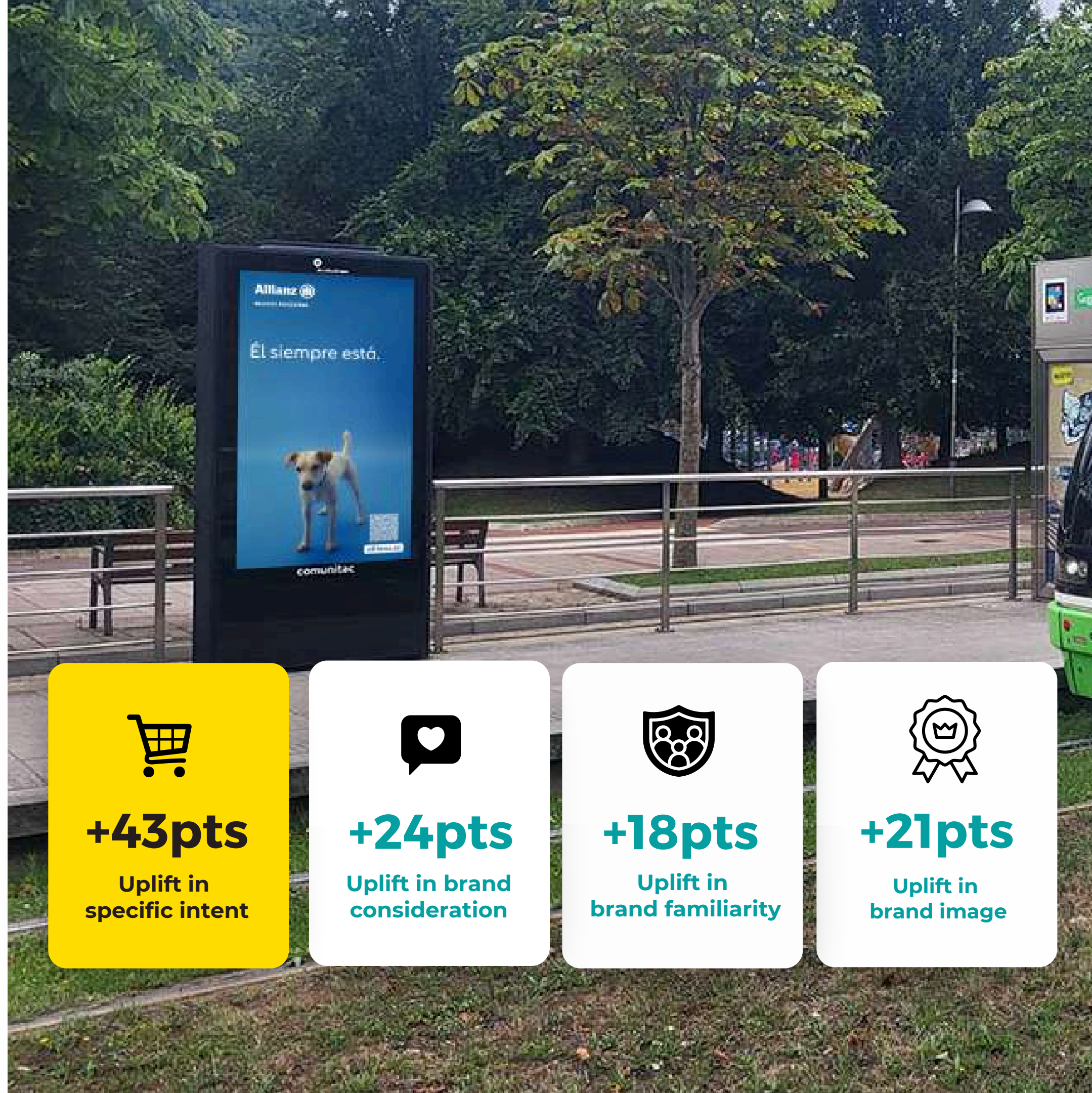




## RESULTS

# Allianz's programmatic DOOH campaign stimulates specific intent and consideration.

A Happydemics brand lift study was carried out to measure the impact of the activation during the campaign. Seven questions were asked of a group of 300 users exposed to the creative and a control group similar in terms of gender and age to the population not exposed. By choosing the finance and insurance industry, we were able to compare their results to many benchmarks in their sector to truly grasp the meaning of their results. This survey revealed that this campaign was found **impactful and recognizable** by being in the **top 15% of Happydemics campaigns for ad recall, specific intent, and brand familiarity**, showing that Allianz achieved their goal of raising awareness for their new pet insurance offer.



**+43pts**

Uplift in  
specific intent



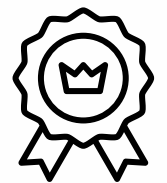
**+24pts**

Uplift in brand  
consideration



**+18pts**

Uplift in  
brand familiarity



**+21pts**

Uplift in  
brand image