

Success story



Enhancing awareness of Santé Vet insurance plans for pets

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CONTEXT

Improving knowledge of Santé Vet insurance offers for pets


Utilize programmatic DOOH to promote Santé Vet's insurance offers for animals, broadcasting in France for 6 months to achieve maximum impact.

STRATEGY

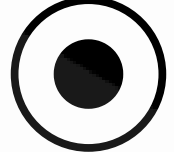
- Period: February to July - 2022
- Geographic targeting and real time optimization
- Custom dayparting
- Location: France
- Screen types: Urban panels, malls, groceries, billboards



4
Media owners



533
Screens



405
Locations

Impressions





x

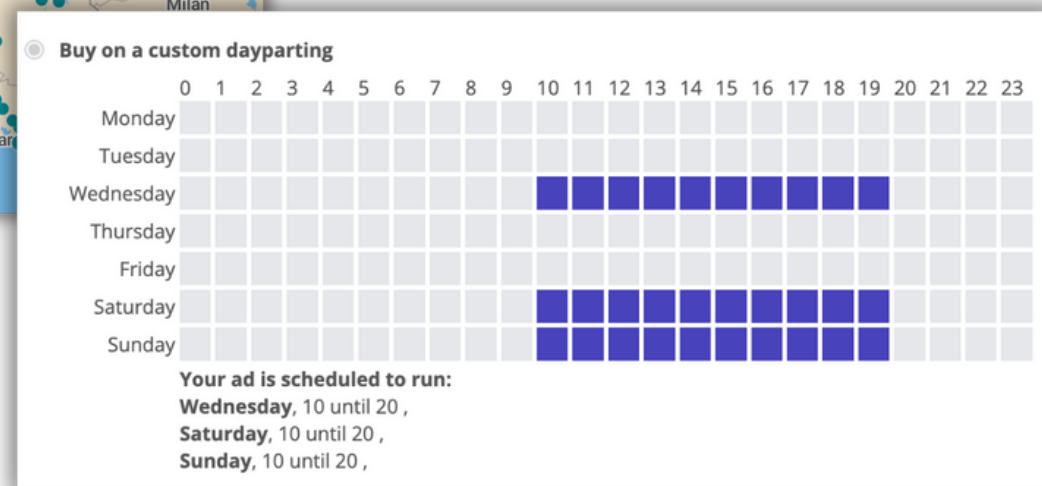
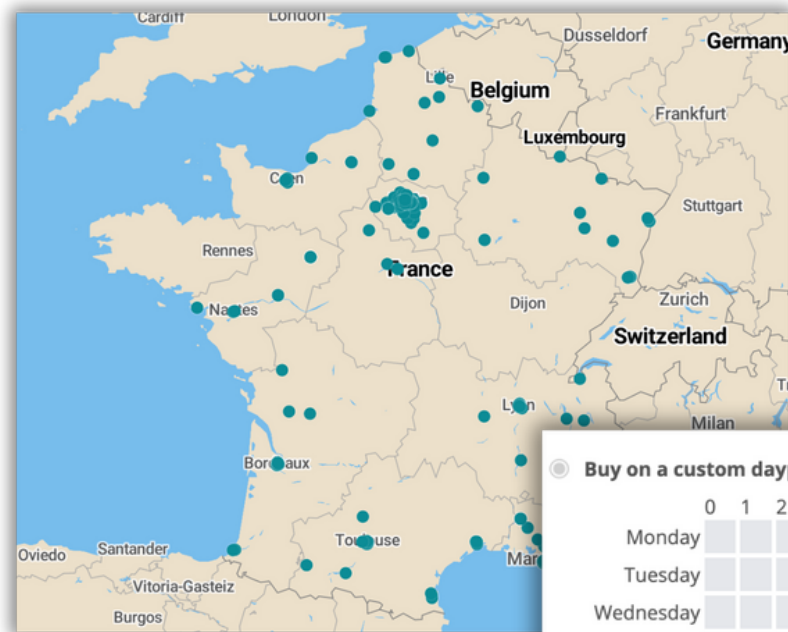


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STRATEGY

Targeting with custom geographic points



Targeting & Optimizations

Real-time optimization

- Between 10 am and 8 pm
- Only on Saturday, Sunday and Wednesday
- A set of multiple creatives was deployed in rotation on all screens.

Targeting

- All over France
- With custom points targeting the surrounding of SPA center, pet shops and veterinarians

Results



8,1M
Impressions

Broadcasted with:

