

Success story



T-mobilitat

Promoting the T-mobilitat digital service for maximum impact

Powered by  X  **Adsmurai**





x



Adsmurai

x

T-mobilitat

CONTEXT

Promoting T-mobilitat digital service

Use programmatic DOOH to introduce new offer for maximum impact on limited zone for 1 month



STRATEGY

- Period: September
- Precise geo and limited time targeting
- Custom dayparting depending on venue types: 8am to 9pm - 6/7
- Location: Barcelona Metropolitan Area, Spain
- Screen types: outdoors, malls and train stations



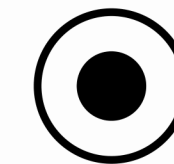
3

Venue type



74

Screens



52

Locations



644 731

Impressions



x



Adsmurai

x



STRATEGY

Targeting screens around point of interests

Screens around train station



Locations

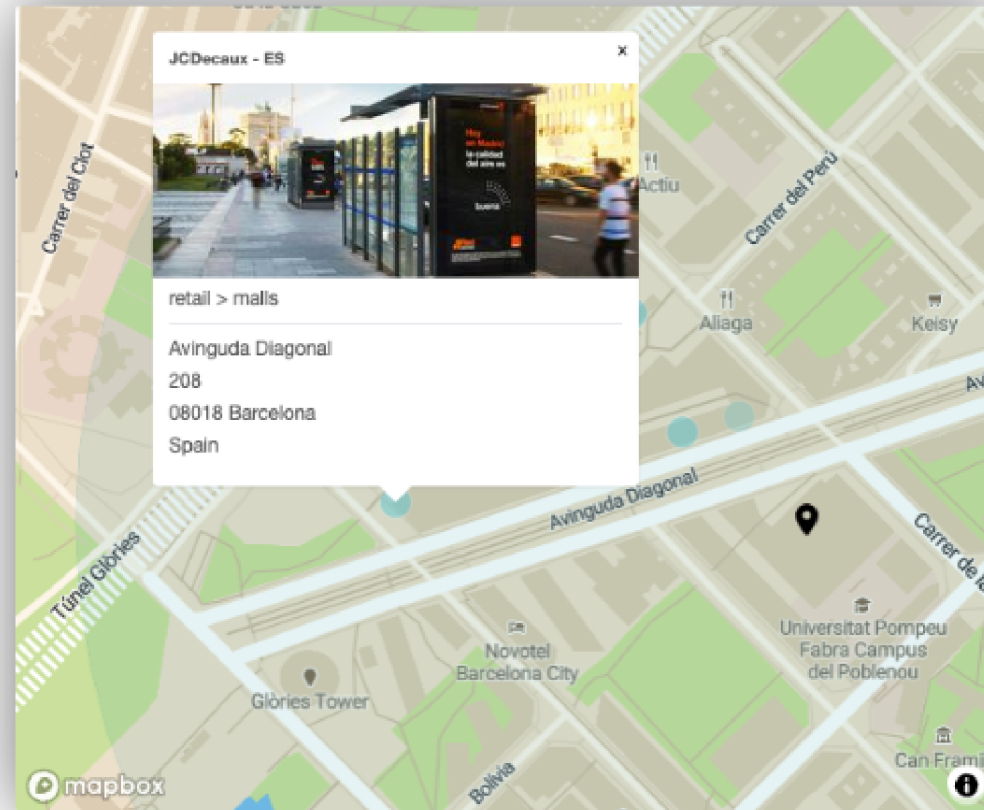
Country * Spain Currency * EUR

Geolocation

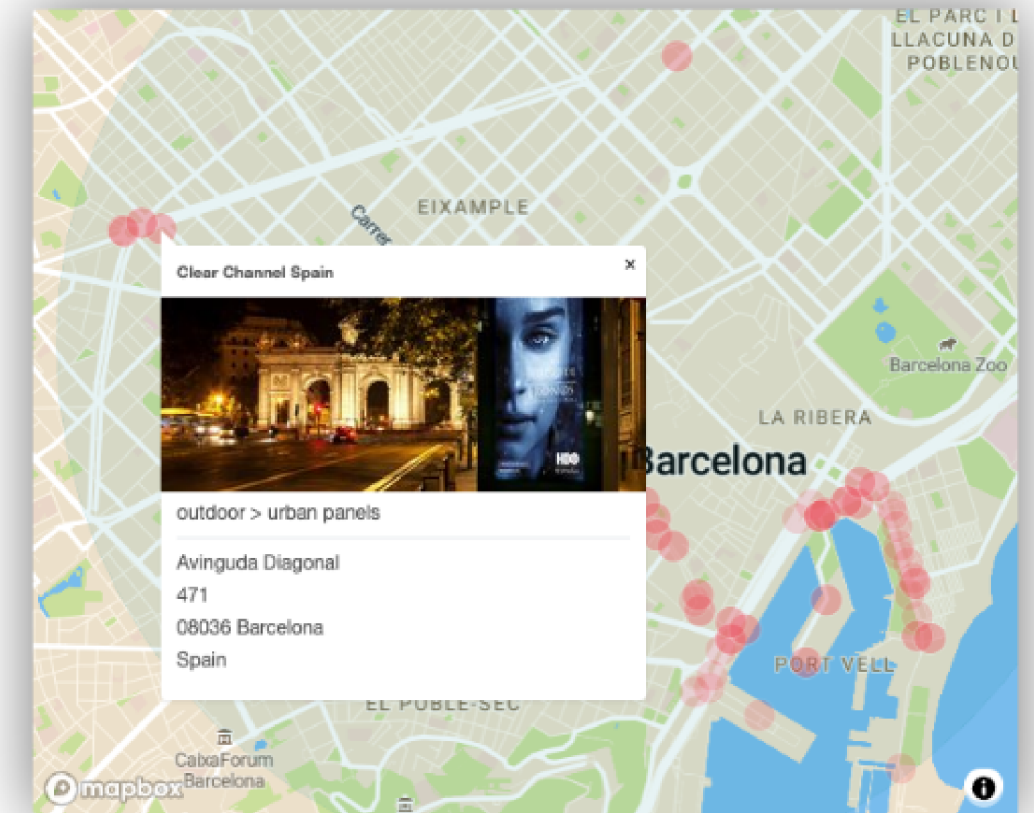
Select...

Paseo de Gracia, Barcelona, Spain +2,5 km

Malls



Outdoor



Broadcasted with:





RESULTS

The curated selection of screens brings accuracy and relevance to the campaign as it fulfills its informative purpose to the public

Two mobile programmatic surveys sent via Happydemics, with comparison of creative on the display area around the panels.



+26 %

Visits to the website



+30%

Uplift in user registrations



+29 pts

Uplift in brand image



+32 pts

Uplift in intent



+32 %

Organic mentions

Broadcasted with:

