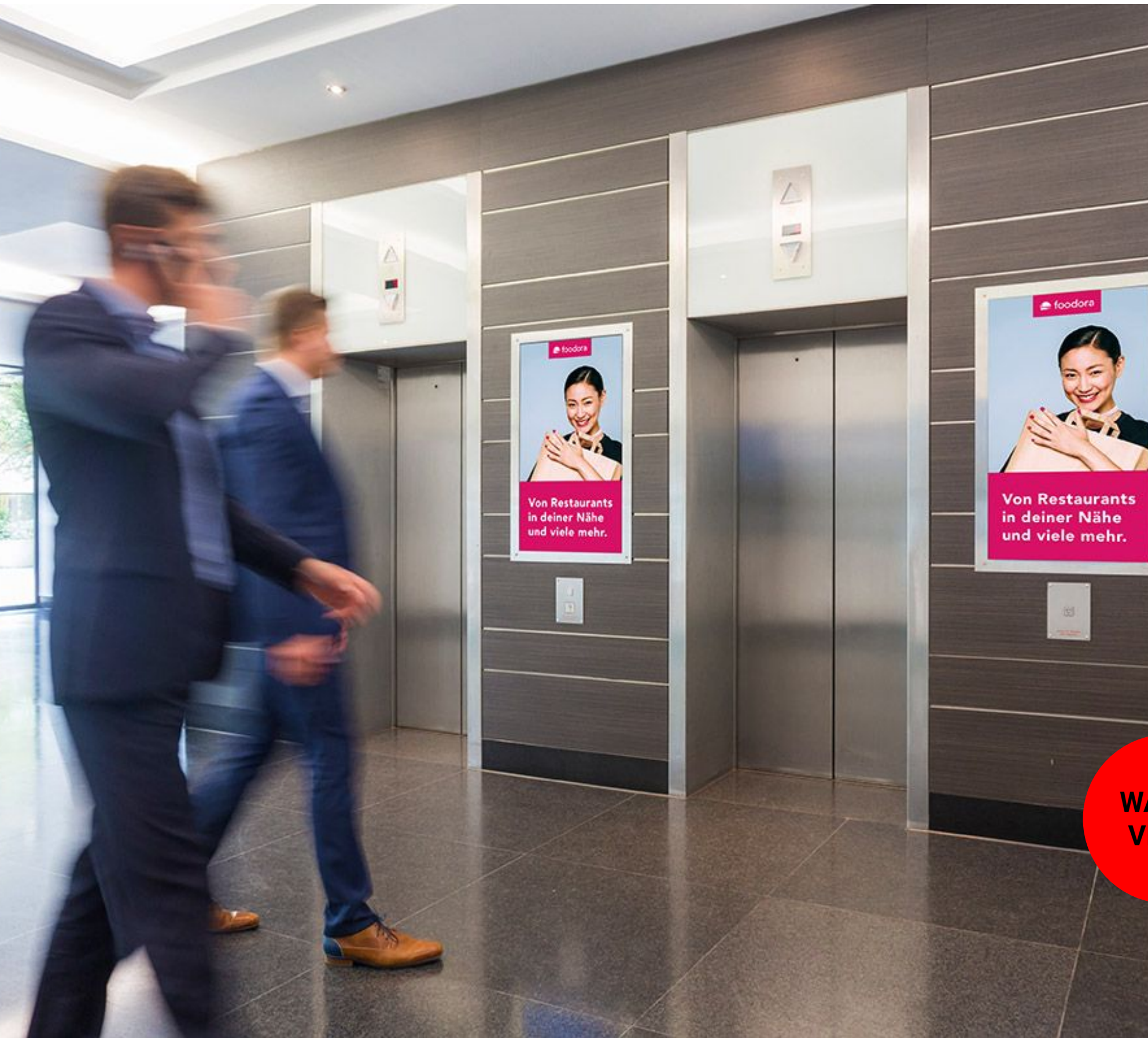


# FOODORA | USING PROGRAMMATIC DOOH TO REACH 1M+ VIEWERS



## CHALLENGE

While foodora is popular for delivery, the brand's pick-up option isn't as well-known

## AUDIENCE

Busy business people

## SOLUTION

A creative campaign that delivered custom messages based on weather and the geo-location of each sign. The campaign was bought and managed by foodora's in-house digital media team using OutMoove DSP and ECN screens

## RESULTS

3X lift in pick-up sales for key locations