DOOH DRIVES ONLINE ENGAGEMENT FOR TWITCH



OBJECTIVE

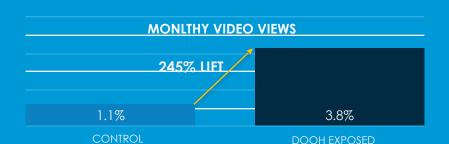
Increase online engagement for Twitch's Streamer Bowl event across NFL markets.

SOLUTION

Combine hand-selected DOOH through direct buying with an efficient programmatic plan that offers scale and reaches football fans and gamers that were matched to their Twitch IDs via RADARSync.

It's not the biggest Fortnite
Battle Royale in history if you're
not there to watch it
Anistramer Bowl II ft. Fortnite on 2/4 @ 3PM PT.
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The targeted, combined direct + programmatic DOOH campaign delivered significant lifts in monthly video views, monthly active users and hours watched for Twitch's Streamer Bowl event. It was also recognized for Best Use of Programmatic by Adweek and won a Mediapost OMMA award.



90%
INCREMENTAL LIFT
IN MONTHLY ACTIVE
USERS ON PLATFORM
AMONG DOOH
EXPOSED
ACCOUNTS

168%
INCREASE IN HOURS
WATCHED ON PLATFORM
AMONG DOOH
EXPOSED
ACCOUNTS