

# 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.



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*.

