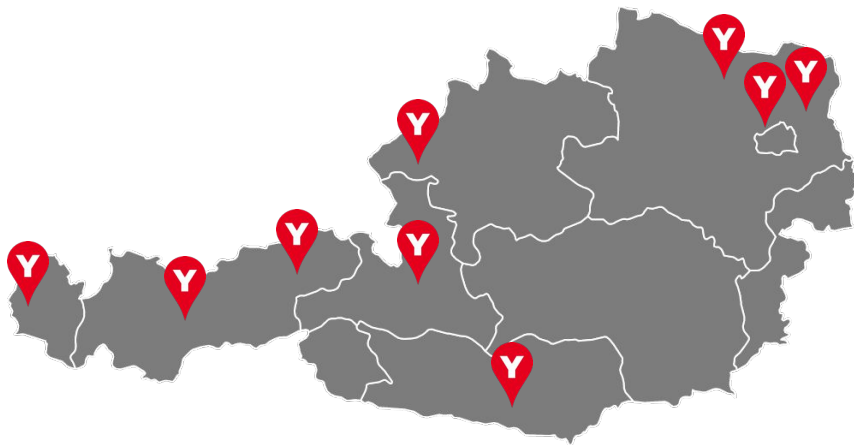


KIA – 2017 Full Year Campaign

Automotive | Partner | Austria | 2017 Full Year



CAMPAIGN OBJECTIVES

Full year campaign for KIA Automotive:
Two phase campaign, first phase to target car dealers of competitors to collect data and Advertiser-IDs (for retargeting).

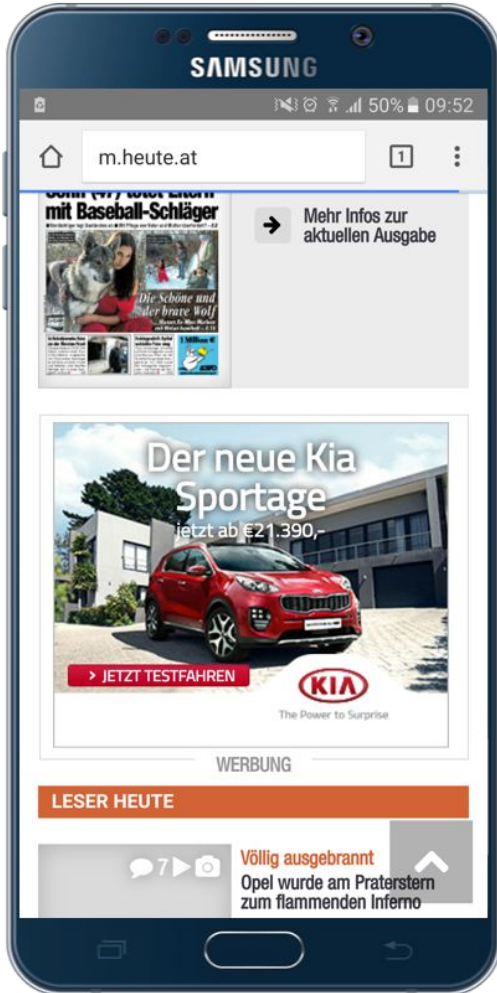
Second phase to retarget specific target group, serving highly attractive banners Ads.

Beyond Location. Precise Audience

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OUR SOLUTIONS

High precision location targeting for car dealers of competitors (Ford, Opel, SEAT, etc.), total of more than 400 location all over Austria with minimum target radius (max. 200m around car dealers).

Collection of user data and advertiser ID to enable retargeting.

Retargeting campaign on collected device ID with KIA Ad.

Visit our full showcase at demo.yoose.com

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RESULTS

Delivered over
3,7 Mio
views

Achieved
high performance CTR
0.9%

Won
iab.austria webAD
award in
bronze in the category
"Best Data Insight
Campaign"

Over
400
locations
Hyperlocally
Targeted

Beyond Location. Precise Audience

YOOSE