



# Semperit - Myopel.at

Automotive | Partner | Austria | Sep 2018



## CAMPAIGN OBJECTIVES

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Raise awareness for Continental's tires 3 years warranty during the winter season in Austria.

Geofenced targeting on OPEL car dealers only. Hence, focusing and creating an audience based on location for present and future campaigns.

Beyond Location. Precise Audience

**YOOSE**



## OUR SOLUTIONS

High precision location targeting on OPEL car dealers with over 200 locations. 200m high precision radius around those Point of Interest.

Classic split between targeting and retargeting phases: Targeting phase defining automotive affiliated audience through location. Retargeting of homogenous, well defined audience in 2nd phase, retargeting.

Promotion and awareness through Standard and Interstitial Banner sizes. Additional engagement through the usage of Understitial Banners and Rich Media Banners.

Visit our full showcase at [demo.yoose.com](https://demo.yoose.com)



## RESULTS

Delivered over  
**0.5 Mio**  
views

Achieved  
high performance CTR  
**1.78%**  
in the retargeting  
phase

**58,000**  
unique users  
marked

Over  
**200**  
locations  
hyperlocally  
Targeted