



APM Suntec City - F1 Road Sep 2018

Event / Event Activation | *Direct* | Singapore | SEP 2018



Beyond Location. Precise Audience

CAMPAIGN OBJECTIVES

Boost **awareness** for F1 Event across Singapore.

Ping Pong target 1,109 areas across Singapore to gain real time insight, identify the right location and improve the campaign decision making.

Drive **footfall** traffic to target location during the event.

YOOSE

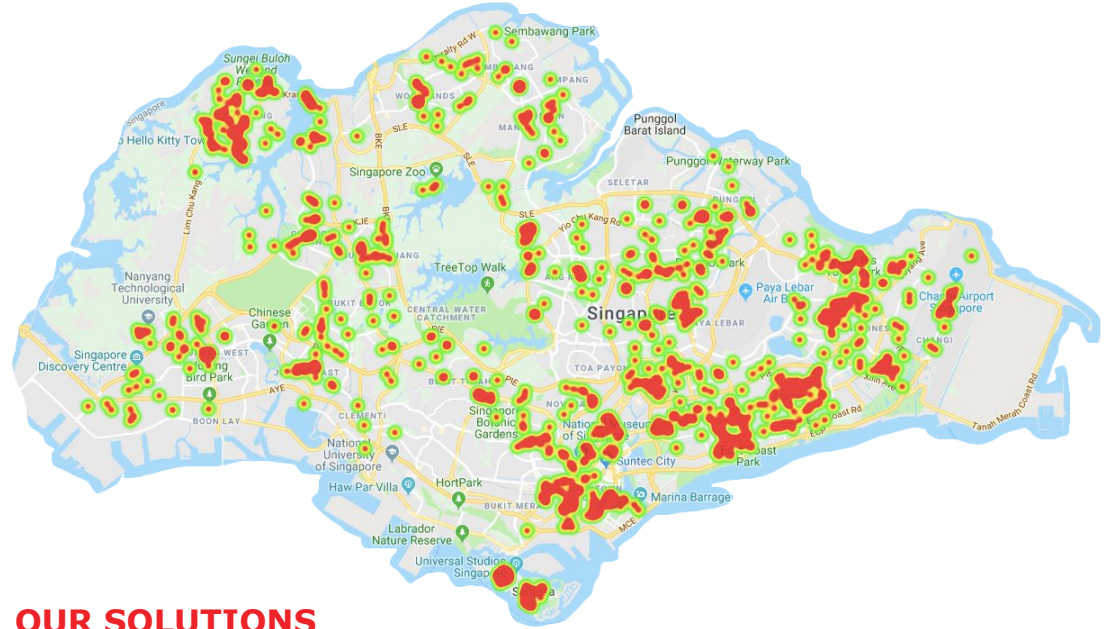
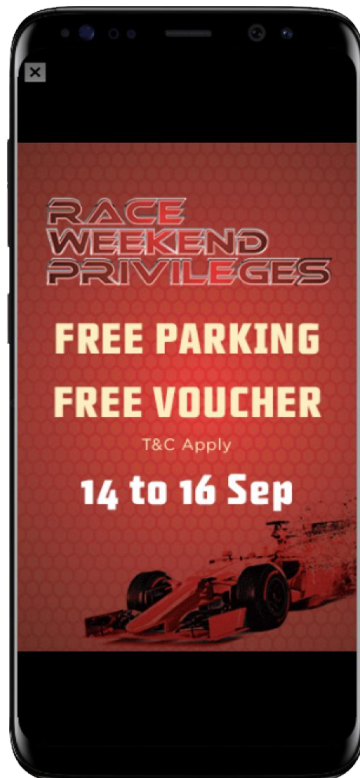


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OUR VISUAL HEAT MAP

A reporting feature showing data for clicks and impressions to analyse easily at a glance.



OUR SOLUTIONS

Augment Audience Discovery to determine the best locations to target based on real-time results.

Automated mega-scale Hyperlocal Targeting to automatically re-configure more delivery at better performing locations.

Footfall tracking to measure the number of people who have responded to the ads and come to F1 Event.

Visit our full showcase at demo.yoose.com

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RESULTS

Delivered

508,389

views

Achieved

6.2%

high performance
CTR

Drove

25,362

footfalls to
F1 Event

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YOOSE