

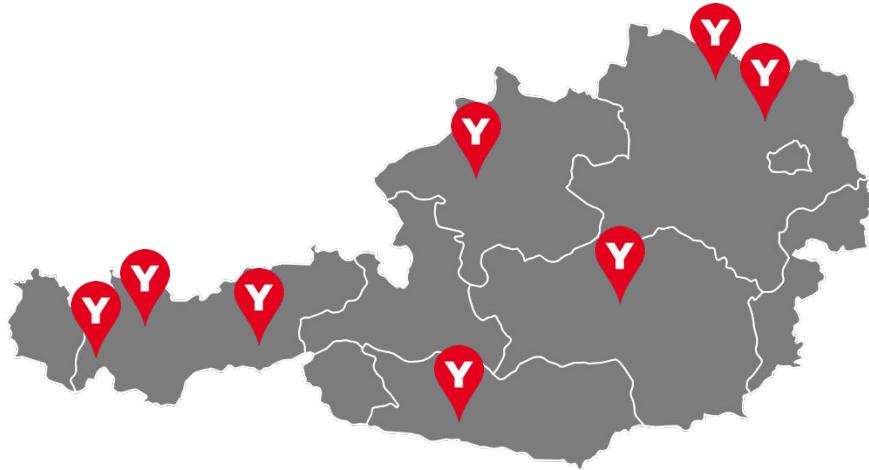


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YSL
BLACK
OPIUM
YVES SAINT LAURENT



CAMPAIGN OBJECTIVES

Raising awareness and interest for the new perfume Black Opium.

Marking and re-targeting the right audiences.

Beyond Location. Precise Audience

YOOSE



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OUR SOLUTIONS

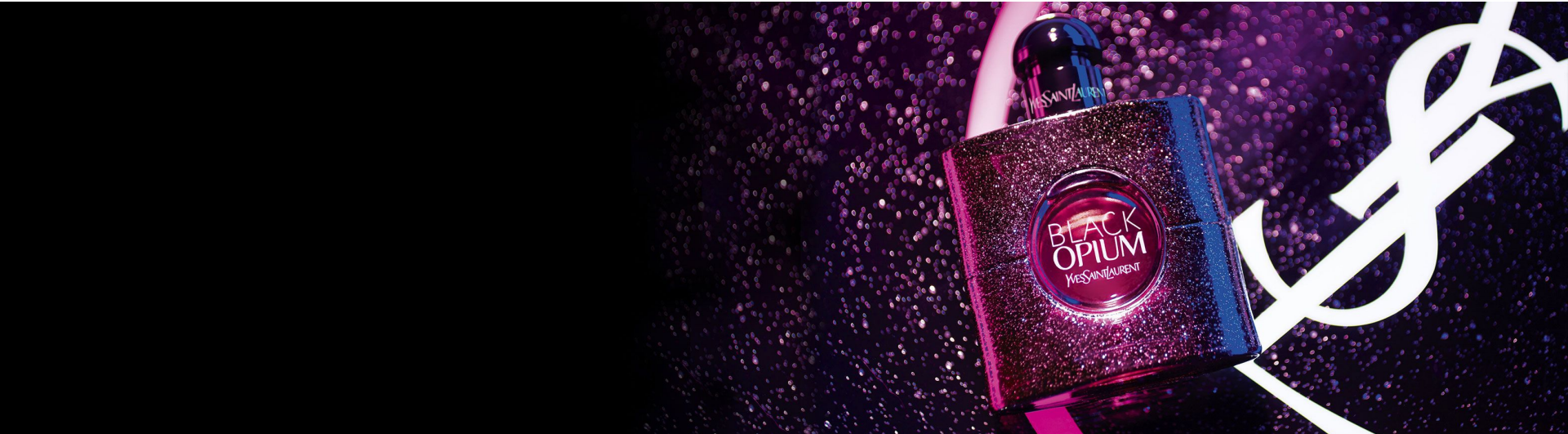
Configure **Hyperlocal Targeting** strategy for 97 entertainment locations with customized timeline. *Targeted Geofence*: 200m - 1km around each location.

Retarget audiences who viewed the ads to influence their path to purchase.



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RESULTS

Geotargeting
4,314,198
views

Delivered over
1,598,666
Re-targeting views

Achieved
high performance CTR
2.05%

97
entertainment locations
across Romania
targetted

Beyond Location. Precise Audience

YOOSE