



## Hövding pedals towards profits with Verve's premium DOOH inventory

A targeted DOOH campaign in Berlin boosted Hövding's sales by 30%.

CATEGORY: Advertiser

SOLUTION: Verve DSP

REGION: Global

**30%**  
sales increase\*

**1.5M+**  
impressions

**+38%**  
increase in  
German website  
visitors\*

\*in comparison to previous year

### Objective

Hövding sought to promote its protective neck airbag for cyclists and drive uplift in website visits and sales while simultaneously encouraging a safer cycling environment for Berlin cyclists.

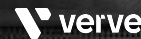
### Solution

Using Verve's quality inventory — together with UZE mobility, HYGH, Walled, and Awarion — a collaborative DOOH campaign was created. Utilizing geotargeting capabilities of Platform161 (now Verve DSP) and UZE Mobility, 140 DOOH displays in Berlin's central area within a 1km radius of stores selling Hövding's products were identified. Over 1.55M playouts were purchased on these displays to target cyclists in the area.



*At Hövding, we are always looking to test new, innovative advertising campaigns in a variety of formats. Verve and the other partners involved in this programmatic DOOH campaign were instrumental in making it a success.*

**Anna Katarina Skogh**  
Director Marketing & Communications  
Hövding



**Hövding**

**Airbag für  
Radfahrer**

