



## Integrated DOOH and mobile go global for Turkish Airlines

Intercontinental campaign drives sky-high CTR and engagement.

CATEGORY: Advertiser  
SOLUTION: Brand+ Marketplace  
REGION: EMEA

**10X**  
higher CTR

**41%**  
more social media visits

### Opportunity

With momentum from the new Istanbul Airport taking off, Turkish Airlines saw an opportunity to strengthen brand awareness at a global level. The team sought out creative, tech-driven methods to harness awareness channels and drive mobile engagement in a seamless, interactive way.

### Solution

Real-time ad buys on digital out-of-home (DOOH) screens synced with hyper-local mobile display ads. This integration effectively targeted mobile audiences after exposure to the DOOH screens.

The centrally-managed campaign spanned three continents and six countries, targeting 813 screens through various SSPs. To measure this creative strategy, the campaign was meticulously compared against control groups in countries where mobile ads were not synchronized with DOOH.

### Results

- 10X higher CTR
- 41% lift in social media visits
- 1st programmatic DOOH campaign executed in Africa at an intercontinental level

