

Hövding Increases Sales by 30% With Verve Group

Target: Berlin, Germany
Duration: 1 month
Devices: DOOH

*“At Hövding, we are always looking to test new, innovative advertising campaigns in a variety of formats. Platform161 and the other partners involved in this programmatic DOOH campaign were instrumental in making it a **success**.”*

– Anna Katarina Skogh
Hövding Director Marketing & Communications

Objective:

Hövding was looking to **promote** its protective neck airbag for cyclists to drive uplift in **website visits** and **sales**, while simultaneously encourage a safer cycling environment for Berlin cyclists.

Solution:

Using Verve Group’s quality inventory, in collaboration with Platform161, UZE mobility, HYGH, Walled, and Awarion, a collaborative **DOOH** campaign was run. Over **1.55M playouts** were purchased on 140 DOOH displays to target cyclists in Berlin's central area within a **1km radius** of **stores** selling Hövding’s products, utilizing geotargeting capabilities of Platform161 and UZE Mobility.

Results:



+30%
Sales increase*



1.5M+
Impressions



+38%
Increase in German website visitors*

