

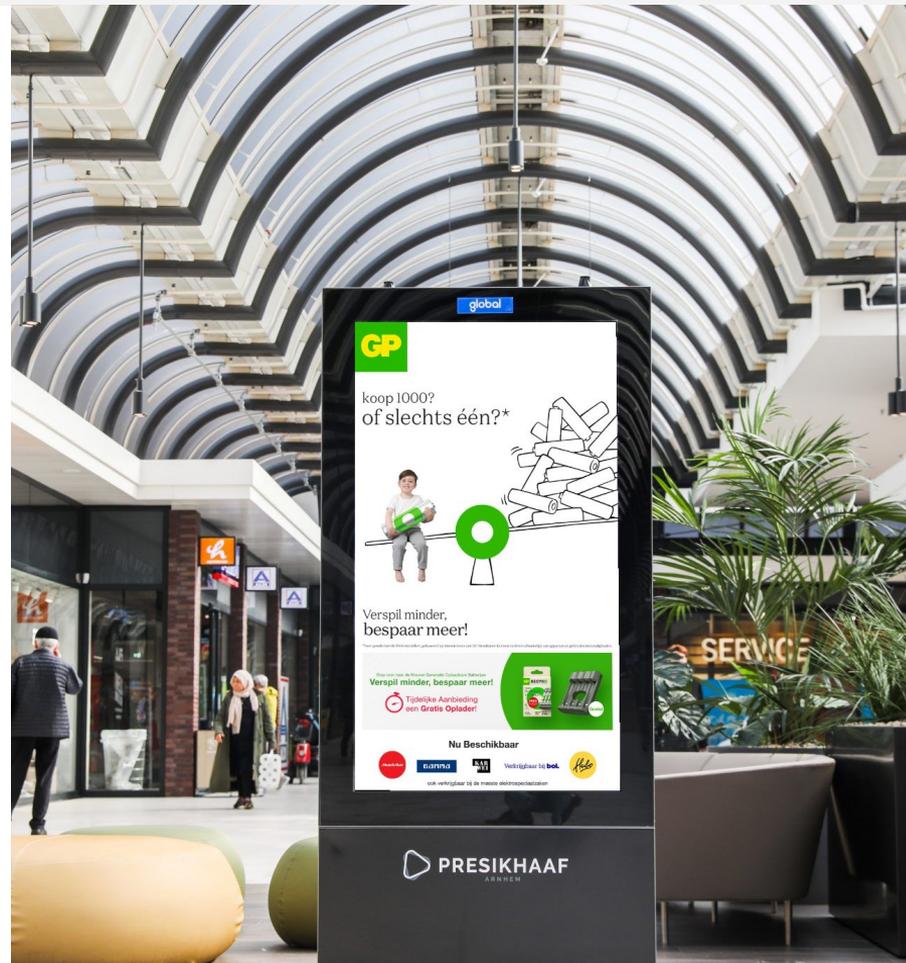


Programmatic Marketing Consulting Showcase

FiveStones-Led Full-funnel Programmatic Campaign Strategy Delivers **40% Uplift in Offline Sales**

Challenge

GP Batteries aimed to increase brand awareness and market penetration in the Netherlands. The majority of their sales transactions occurred via offline retail partners. Their challenge was to maximize brand visibility while also driving potential footfall to these retailers.



FIVESTONES-LED INITIATIVES

Retailer-Centric DOOH Placements

FiveStones strategically placed DOOH ads near partnered retailers to enhance brand visibility and drive foot traffic.

Automated Bidding Strategies for Balanced Awareness

Dual automated bidding strategies were implemented to diversify the campaign's awareness metrics beyond just video views and focus on engagement.

YouTube Media Optimization to Amplify Influencer Impact

To amplify the impact of a YouTube influencer collaboration, FiveStones optimized YouTube media buys to target audiences effectively.

RESULTS

- The online and offline campaign approach of display and video, with the strategic DOOH placement to strengthen awareness, resulted in a notable **40% increase in offline sales**.
- Overall, the campaign's bidding strategies **reduced CPV by 60%** compared to projections.



CAMPAIGN ACHIEVEMENTS



**40% Sales
Increase**



**-60%
CPV Rate**

INSIGHTS & CONCLUSION

Advertisers often struggle to convert online media efforts into offline sales. By combining a programmatic display campaign to boost brand presence and utilizing strategic Digital Out-of-Home (DOOH) advertising to drive store footfall, GP Batteries achieved their campaign objectives of increasing market share awareness, while also driving quantified engagement.