



## Hövding Increases Sales by 30% With First Programmatic DOOH Campaign With Platform161

### OBJECTIVE

- Promote Hövding's protective neck airbag for cyclists.
- Drive uplift in website visits and sales.
- Encourage a safer cycling environment for Berlin cyclists.

### STRATEGY

- Run a DOOH campaign to target cyclists in Berlin's central area within a 1km radius of stores selling Hövding's products, using geotargeting capabilities of Platform161 and UZE Mobility.
- Purchase 1.55M playouts on 140 DOOH displays provided by UZE Mobility, HYGH, and Walled.
- Utilize Platform161's DSP to target the appropriate advertising displays in real-time via Awarion's DOOH programmatic exchange.

"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,  
Director of Marketing & Communications,  
Hövding

## RESULTS

**1.5M+**  
impressions

**+38%**  
increase in  
website visitors  
from Germany\*

**+30%**  
increase in  
sales\*

\*in comparison to last year