

## - Skoda - Contextual Campaign

Apart from serving as a generic DOOH advertisement, client wanted to nudge existing Skoda car owners to upgrade to its 2019 edition. This need encouraged them to look for Contextual Advertising



After a thorough round of Machine Learning, Skoda Cars were identified and targeted in a moving traffic and contextually nudged to upgrade to their respective 2019 editions. This exercise also helped gain insight into all the Skoda cars found in a specific DOOH region.

9K+

Vehicles  
Identified

59

Contextual  
Ads Played

6K+

DOOH Ad  
Impressions

# - Skoda - Conceptual Flow

