

Case Study:

RIVERLAND

High-impact VDX solution drives awareness to increase footfall

Challenge:

Riverland, a themed dining and retail destination, wanted to drive awareness to increase footfall to the themed Park in Dubai.

Solution:

In order to maximise awareness, Exponential recommended their suite of VDX units across desktop, and mobile to create deeper brand engagement and increase reach.

Exponential optimised the campaign towards top performing audience segments such as: Theme park enthusiasts, parents with children, travel theme explorers, food lovers, dining out and outdoor activities. By targeting these audience segments Exponential increased the chance of reaching a relevant audience that had a higher propensity to engage and interact with the unit and ultimately visit the Park.

Result:

Exponential's audience optimisation technology performed extremely well for this campaign, achieving excellent results by placing the ad units in front of the right and engaged audience. Running a blended campaign across desktop and mobile ensured we were reaching the right audiences, even on the go. Throughout the campaign, the creatives were changed and the new videos were 1 minute long, making the overall results of the campaign exceptional!

Proven Success

The campaign's overall Click through Rate performed more than two times higher on Desktop and more than three times higher on Mobile than the industry bench mark.

3.48%

Overall Engagement Rate



60 Hours

Active User Attention



8.5%

Post-Engagement CTR for Desktop and Mobile

