

Casumo use DOOH to drive +200% website visits

CAMPAIGN OVERVIEW

Casumo is an online casino and sportsbook services company, which includes video slots, jackpot games, live casino, table games and betting. They wanted to trial DOOH to see if it would have a positive impact on the entire purchase funnel, from awareness and reach to site traffic and ultimately conversions.

KPIS:

- Site traffic
- First time registrations
- First time deposits

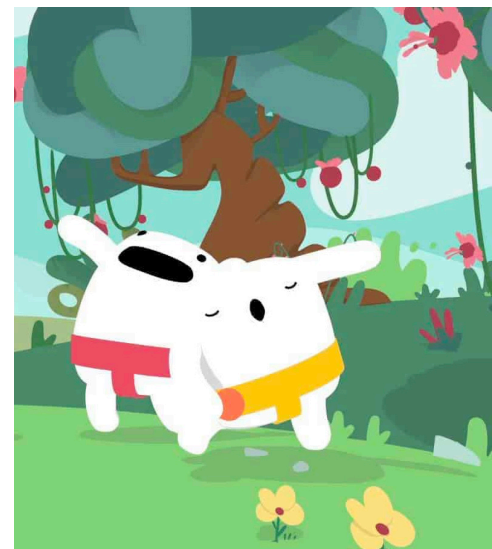
SOLUTION

The campaign itself was very simple. Casumo used the MediaMath platform to access Broadsign's DOOH inventory across Sweden. The campaign specifically targeted inventory available on local transport, malls and bars. The activity also ran alongside regular display prospecting and remarketing. The display and remarketing campaign were set up to ensure no one under the age of 18 was delivered an add.

RESULTS

What began as a one-month test has become a fourth-month campaign. DOOH has proved itself effective at driving KPIs across the purchase funnel. The campaign delivered 4X the number of first-time registrations compared to previous campaigns and 3X the number of first-time deposits.

Casumo



+40%
awareness



+207%
landing page
visits



+246%
app
downloads



+249%
first time
purchases