

Programmatic DOOH: Brand awareness campaign

- Increasing brand awareness and brand affinity to boost new member signups based on advertised offers.

YouFit Gyms, a personalized, accessible, and inclusive gym for all, launched month-on-month programmatic DOOH campaigns to entice audiences to take charge of their well-being on premium DOOH inventory across major cities in Florida.

The Neuron was used to deploy bespoke geo-targeted campaigns across multiple venue types, including points of care, outdoor, and retail environments, specifically focused around a 0.5 mile radius of YouFit's 13 Florida markets and 56 gym locations.



Target audiences

- Health-conscious individuals
- Local commuters looking for affordable fitness plans



Campaign specification

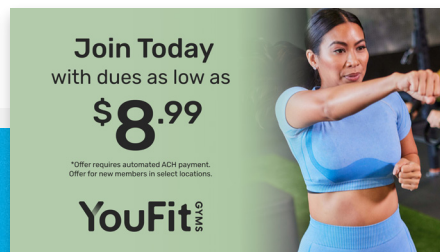
- Geo-targeted campaign
- Short turnaround time to deploy live
- Premium inventory across multiple venue types
- Dynamic full-motion and static creatives

Hyper-localized programmatic campaigns with rapid digital creative deployment

YouFit Gyms and Cape & Bay, a leading digital agency based in Tampa, FL, hand-picked The Neuron to execute intelligent campaigns complete with compelling creative deployment to reach target audiences right where they frequent.

Campaign highlights

- Geofencing, hyper-localised screen selection
- Dynamic offer messaging with prominent Calls to Action (CTA)
- Real-time campaign reporting metrics
- On-the-go campaign optimization



Results (Q1)

21%

Increase in leads

25%

Increase in conversions

2%

Boost in conversion rates after only 90 days

Because of YouFit's campaign success in Q1 of 2022, The Neuron has quickly become Cape & Bay's #1 business development tool focused on programmatic DOOH, with a resultant month-on-month deployment of campaigns in Q2 and beyond.



“The Neuron gave us the ability to target hyper-localized digital screens in areas around our client’s gyms and deploy new digital creative in a fraction of the time it takes with traditional OOH providers. This allows us the ability to experiment with different combinations of digital screens, locations, creative, and traffic patterns to find an efficient mix. Digital out of home helped us grow our omnichannel strategy and is quickly becoming our #1 business development tool.”

Zaid Dabus, Co-Founder of Cape & Bay



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