

# Campaign Stories



CAMPAIGN OBJECTIVE:

## Generate downloads for a white-labelled gaming app

The ad was displayed without the game name to drive performance solely through **DOOH**



TARGETING:



Ahmedabad

City



41

Societies



285

Screens



3

Flight Days



Households: 10,000



Audience: Gen Z & Millennials'

### USE CASE

Using **rDOOH** as only channel in media mix to promote **both branding and acquisition** in tight budget campaigns



Ad Plays

616k



Conversions

122



CAC

\$3.18

Kindly note, this campaign was white labelled, adding brand name improves performance further.



[www.adonmo.com](http://www.adonmo.com)



+91 733 733 733 0