DOOH DRIVES ONLINE ENGAGEMENT FOR TWITCH

OBJECTIVE
Increase online engagement for Twitch’s Streamer Bowl event across NFL markets.

SOLUTION
Combine hand-selected DOOH through direct buying with an efficient programmatic plan that offers scale and reaches football fans and gamers that were matched to their Twitch IDs via RADARSync.

The targeted, combined direct + programmatic DOOH campaign delivered significant lifts in monthly video views, monthly active users and hours watched for Twitch’s Streamer Bowl event. It was also recognized for Best Use of Programmatic by Adweek and won a Mediapost OMMA award.

- **MONTHLY VIDEO VIEWS**
  - **CONTROL**: 1.1%
  - **DOOH EXPOSED**: 3.8%
  - **245% LIFT**

- **INCREMENTAL LIFT IN MONTHLY ACTIVE USERS ON PLATFORM**
  - Among DOOH exposed accounts: 90%

- **INCREASE IN HOURS WATCHED ON PLATFORM**
  - Among DOOH exposed accounts: 168%

Source: Twitch, Feb 2021