

VISTAR MEDIA

Insperity®

MOROCH

Objective

Insperity, a powerful company that provides HR solutions for small to medium-sized businesses, partnered with Vistar Media and Moroch to run a successful digital out-of-home (DOOH) campaign. The company was looking to increase awareness, consideration and purchase intent for its HR offerings.



Our Strategy

Utilizing Vistar's programmatic technology, Insperity activated a data-driven DOOH campaign across a range of indoor and outdoor venue types, including billboards, bus shelters and office buildings. The 8 week initiative ran across 13 different media owner networks on Vistar's open exchange, as well as through private marketplace deals.



How We Got Here:



Data-Driven Audiences

Using a curated segment from Dun & Bradstreet – consisting of business owners, HR influencers and c-suite executives who work at companies with 50-149 employees – Insperity was able to activate DOOH media when and where its audience was most likely to be throughout the day.



Advanced Targeting

To drive maximum results, Insperity added an additional targeting layer to their campaign, ensuring that ads only played at DOOH venues that were experiencing sufficient traffic compared to pre-COVID data.



ROI Measurement

To evaluate the success of the campaign, a brand lift study was conducted to assess metrics such as consumer awareness, consideration, intent and familiarity.



Results

+67%

Lift in Awareness

+60%

Lift in Consideration

+32%

Lift in Purchase Intent

The DOOH campaign was effective in growing consumer awareness, creating a **64% lift in consumers** that reported being somewhat to very familiar with Insperity, vs. those that were not exposed to the campaign.