

**POLYGON**

**A PROGRAMMATIC  
SUCCESS STORY**

Banking Vertical – Targeted Financial Reach.

# BANKING ON ATTENTION

Elevate Your Financial Reach  
With pDOOH Solutions

This campaign highlights the effectiveness of integrating pDOOH with traditional media to achieve the following objectives:

- **Enhance** Digital Engagement
- **Boost** Website Traffic
- **Generate** High-Quality Leads
- **Increase** Brand Awareness
- **Sustain** Long Term Brand Engagement



# BRAND MEDIA ACTIVITY VS. WEBSITE TRAFFIC



121 356

Total Users

133 516

Total Sessions

478

Ave Users Per Day

1 179 318

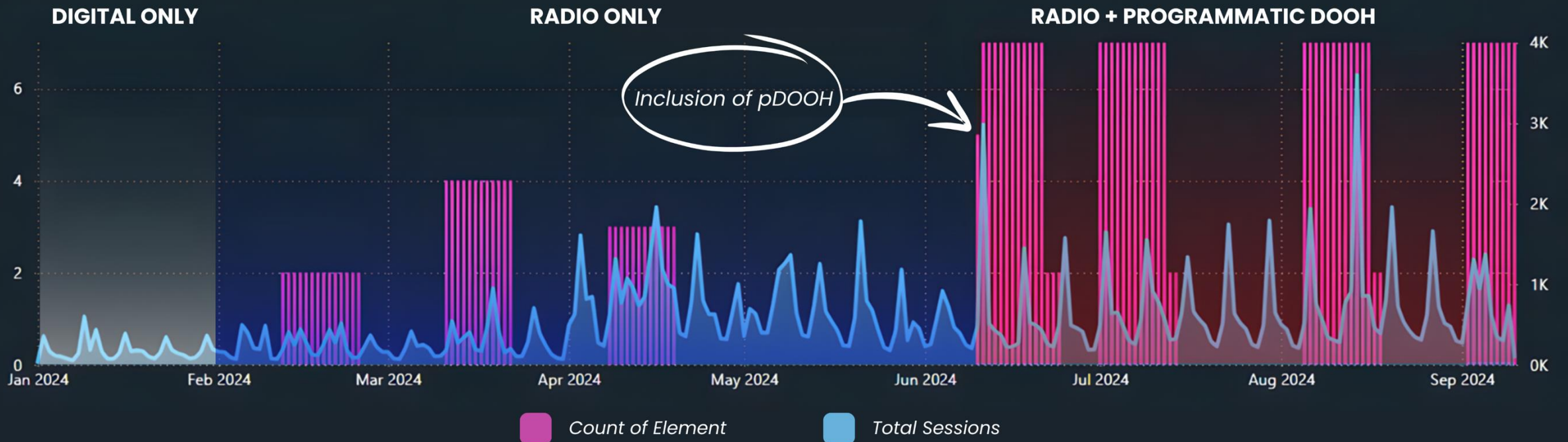
Total Events

0,52

Ave Engagement

71,83

Ave engagement time/session



# UNPACKING THE RESULTS



## CAMPAIGN DURATION

- **February 2024 – Mid May 2024:** Radio-only campaign
- **Mid June 2024 Onwards:** Radio + pDOOH

## KEY FINDINGS:

### Website Activity & Sustained Engagement:

The introduction of pDOOH led to significant spikes in website visits that sustained even after the campaign ended, while the radio-only phase showed initial activity without long-term growth.

### Investment Efficiency:

pDOOH accounted for only 7% of the total media budget but significantly over indexed in performance, delivering exceptional ROI.

### Lead Quality:

The client reported a notable increase in high-quality leads generated through this channel, coinciding with the campaign's best months of trade.

# CAMPAIGN IN NUMBERS

700 TO

**1200**

Daily Website Visits

EQUATING TO

**71%**

Increase in visitors

ONLY

**7%**

Total media  
budget used

Incorporating pDOOH into the media mix resulted in a **substantial uplift** in website visits and quality leads, demonstrating its effectiveness in **enhancing overall campaign performance**.



**POLYGON**

**THANK YOU**

Let's Turn Vision Into Impact.

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