

GEO TARGETING & SOCIAL ENSURE COMMUTER SAFETY

OBJECTIVE

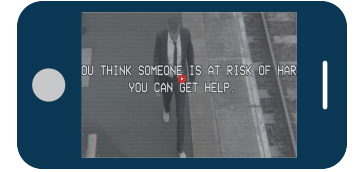
British Transport Police and Network Rail sought to encourage the public to report suspicious activity on train routes and platforms across the UK.

To support this initiative, TubeMogul was approached to power a campaign targeting commuters on specific test routes running from SE London to Central London between day-parted times of 6am to 7pm.

SOLUTION

Using a combination of display and video in premium environments, TubeMogul geo-targeted the routes of interest with accuracy – driving awareness and engagement in the form of traffic and reports registered on the rail505.com landing page.

IP geo-targeting was used alongside Facebook to target key audiences during commuter periods where users were found reading daily content, engaging with social news feeds or playing mobile games.



“A fantastic result for Network Rail, who were able to register seven commuter reports of suspicious activity as a result of this TubeMogul-run campaign. This meant platform staff were able to efficiently intervene in these situations and ensure the safety and wellbeing of the general public.” **Opticomm – Head of Digital,** Sanjeev Patel

RESULTS

91% VIEWABILITY RATE

Using the power of integrated social and mobile targeting, TubeMogul ensured that the campaign reached its core audience of females (58.9%) during critical commuter hours (7-8am), verifying the results via an independent third-party (Nielsen).