

Musashi Achieves Record +26% Surge in Sales Through Programmatic DOOH Campaign



Leading sports nutrition retailer, Musashi, in collaboration with Spark Foundry and Vistar Media, launched a data-driven digital out-of-home (DOOH) campaign. The primary goal? Boost brand awareness and increase in-store product sales.

Diverse, meaningful placements

Harnessing Vistar's programmatic technology, the DOOH campaign unfolded across six venue types – from sports centres, retail stores and malls to train stations, bus shelters and billboards – ensuring they reached consumers throughout their daily routine.

Targeted Tactics for Success

Audience Targeting: Musashi fine-tuned its audience targeting to reduce ad wastage by engaging gym enthusiasts, live sports fans, sporting goods shoppers, and fitness enthusiasts with pinpoint accuracy, ensuring every ad hit its mark.

Audience Verification: To verify campaign effectiveness, the retailer utilised SparkFoundry's partnership and Vistar's integration with third-party audience verification provider Seodooh. Marking the first campaign in the world to leverage this technology programmatically.

Device ID Passback: Leveraging Vistar's device ID passback solution, Musashi gained insights into who was exposed to the DOOH campaign, enabling retargeted follow-up across display and social channels. This strategic move propelled consumers further down the funnel, maximizing results.



“We're glad that with our partners Vistar Media and Spark Foundry, Musashi is leading the way in data-driven DOOH. Their pDOOH and device pass back solution let us connect with a unified sports-mad audience across their day and we've seen amazing results off the back of this.”

Jeremy Adsett
Senior Brand Manager | *Sports NZ*

Powerful Results:

+26%

Record increase in sales month-on-month

40K+

Unique device IDs captured

>2x

Ad engagement on social media from exposed devices*

**Base comparison: Meta's default audience segments.*

33%

Lift in engagement from look-alike segments based on exposed device ID pool