

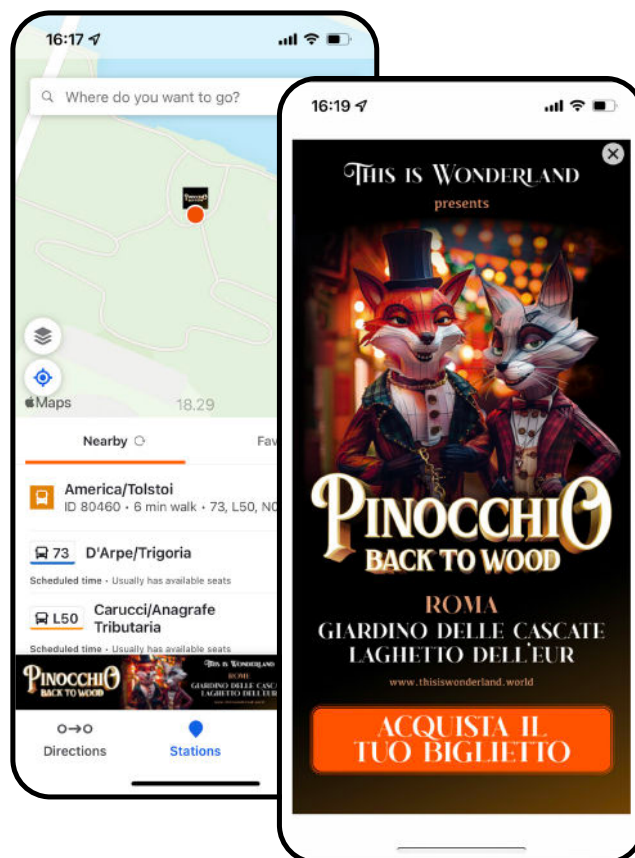
Engaging the perfect target audience for “This is Wonderland in Rome” with Moovit Ads

The Challenge

“This is Wonderland - Pinocchio Back to Wood” an extraordinary international event in Rome organized by Lux Holding Group, faced the challenge of targeting a diverse target audience, including both locals and tourists. The goal was to boost awareness around this event, ticket sales and engagement by reaching the right target effectively. Traditional advertising methods weren’t sufficient to target such specific demographics in the right places and at the right times. The event organizers needed a solution that could precisely engage their target audience, enhance visibility, and drive significant interest.

The Solution

Moovit Ads deployed an advanced geotargeting campaign to engage the right audience at the bus stop during wait times. By utilizing location-based ads, Moovit reached young locals who interacted in the past with similar campaigns and tourists navigating Rome. The ads were tailored in multiple languages and different visuals ensuring maximum reach and relevance. This targeted approach resulted in outstanding click-through rates (CTR) and a significant boost in event awareness and ticket sales.



Why Lux Holding Chose Moovit

- 1 “This is Wonderland - Pinocchio Back to Wood” selected Moovit for its unparalleled geotargeting capabilities and vast user base.
- 2 Moovit’s platform allowed precise targeting based on real-time and historical travel data, ensuring that the ads reached the intended audience effectively.
- 3 The ability to create multiple multilingual campaigns further enhanced the event’s visibility among international tourists.
- 4 Accurate reports and campaign optimization during the entire length of the event.
- 5 High flexibility of Moovit in testing different visuals and messages during the campaign.

“Moovit’s flexibility and advanced targeting technology were key in making our events communication a success. Their vast user base and deep market knowledge allowed us to precisely target both locals and tourists. The ability to customize our campaigns for diverse audiences significantly boosted our visibility and engagement. Impressed by the results, we increased our investment in Moovit’s platform, which has proven to be an invaluable tool for reaching our event goals effectively.”



Fabio Fantauzzi
Head of communication

Results

Average CTR above 4.8% (Benchmark 3%)

The campaign was confirmed for 2 more flights after the first month with a **budget increase of 200% by the client.**



About Lux Holding

Lux Holding specializes in designing exceptional human experiences through various event formats. Based in Rome, with additional offices in Paris, Spain, New York, and Singapore, Lux Holding excels in producing events, exhibitions, and institutional events. Their innovative approach and dedication to excellence make them a leader in the event management industry, consistently delivering memorable and impactful experiences for their clients worldwide.

ADS Component:



Locatio based



Multilanguage



Contextual campaign



Drive to store



Geofence



Moovit (www.moovit.com), part of Mobileye (Nasdaq: MBLY), is a leading Mobility-as-a-Service (MaaS) solutions provider and creator of the popular urban mobility app.

Moovit’s iOS, Android, and Web apps guide people in getting around town effectively and conveniently, using any mode of transport. Introduced in 2012, it now serves over 1.5 Billion users in more than 3,500 cities across 112 countries.

Moovit Ads leverages advanced geotargeting technology to deliver precise, location-based advertising. By targeting users based on their travel patterns and real-time locations, Moovit Ads ensures maximum engagement and relevance. The platform supports multilingual campaigns, making it ideal for reaching diverse, global audiences. Enhance your marketing strategy with Moovit Ads to **connect with on-the-go consumers effectively.**

For more information, visit <https://moovit.com/ads/>