

# YOGIYO boosts order volume with first-ever Addressable TV campaign in South Korea

## The challenge:

Media agency Imomad was approached by YOGIYO, a food delivery service in the South Korea market, with a specific challenge: boost brand awareness and engagement in-app. YOGIYO was interested in testing addressable TV through leading IPTV networks, which previously was unavailable in the APAC region outside of Australia.

## The solution:

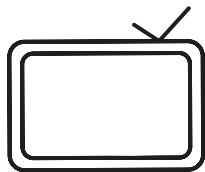
Julia Won, Account Manager at Imomad, used dataxu's [TouchPoint™](#) demand-side platform to run programmatic TV campaigns on behalf of [YOGIYO](#). Through TouchPoint, standard 30-second TV commercials were served to specific households via individually targeted IPTV set-top boxes across premium channels like tvN, SBS PLUS, and JTBC.

The comprehensive access to set-top box data and online data via dataxu's platform enabled Imomad to execute advanced targeting capabilities on behalf of YOGIYO. These ranged from targeting viewers of specific content to retargeting computer users on their TVs, thereby closing the loop between digital and traditional media in the region in the process.

## Noteworthy results and key learnings:

By leveraging dataxu's TouchPoint platform, Julia was able to achieve a significant increase in upper and lower funnel metrics for her client YOGIYO.

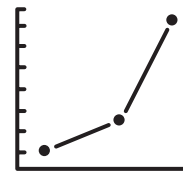
Within one week of the campaign's launch, dataxu, Imomad and YOGIYO achieved the following through addressable TV ads executed via TouchPoint:



**15% increase in TV brand awareness**



**5% increase in app installs**



**11% increase in order volume**



dataxu.com

3 Church Street, #25-01, Singapore 049483



IMOMAD

dataxu®

Boston - Chicago - Los Angeles - New York - San Francisco - Bengaluru - Singapore - Sydney - Berlin - London - Paris

CS-INTUIT-AU-01