

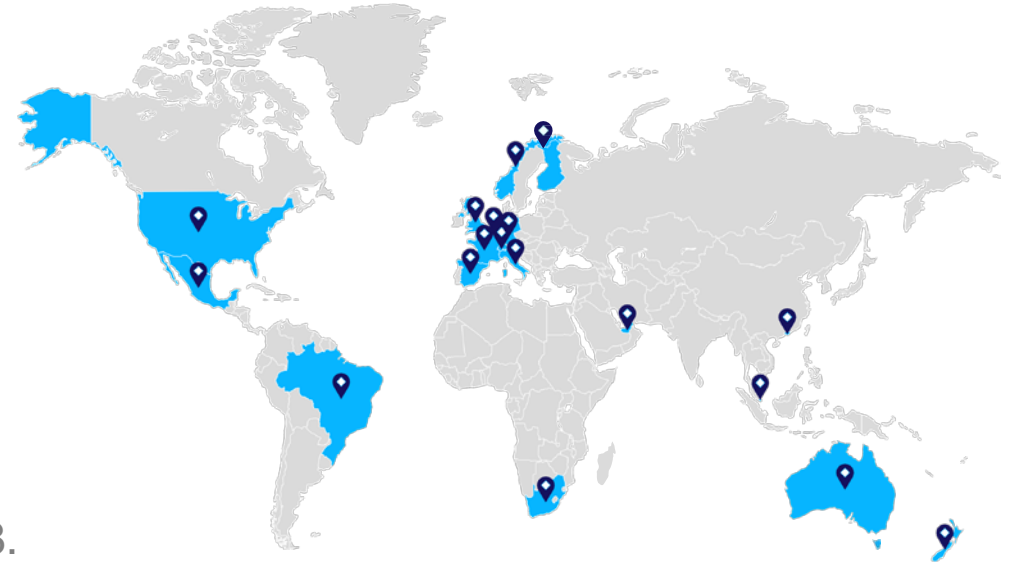
# PROGRAMMATIC DOOH IS HERE!

*And it is actually working*



# Key facts

- JCDecaux has been trading Programmatically since 2018.
- Inventory available exclusively through VIOOH SSP in 20 markets globally.
- Group programmatic revenue doubled in 2022 vs 2021. and it is rapidly growing
- I Q4 2022 DOOH represented as much as 35% of JCDecaux total revenue. 5,9% of this came from Programmatic.
- Mostly incremental revenue as typical online advertisers are adding OOH to the mix.



## Key facts Norway

- JCDecaux has been trading programmatically in Norway since 2021.
- Over 60% of revenue from Digital
- Programmatic is expected to grow to 25% of Digital revenue by 2025.
- All digital Inventory is available programmatically
- Programmatic is booming, five times as many campaigns as we had at the same time last year
- At this point in 2023 we have approved more kreatives than we did FY 2022

# Trading with 40+ DOOH and Omnichannel DSP's



What are the main reasons why PrDOOH has become so popular?



JCDecaux

JCDecaux

PROGRAMMATIC  
DIGITAL OUT-OF-HOME

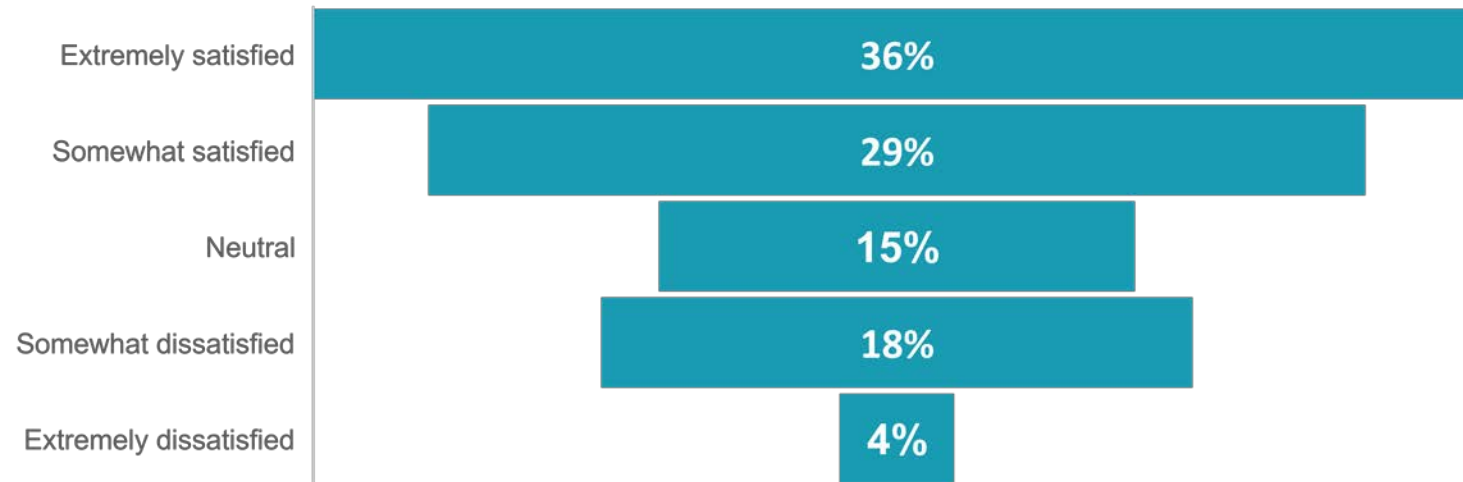
THE TIME IS NOW

mtm

# Satisfaction, delivered!



**M**ORE THAN ONE-THIRD OF BUYERS ARE EXTREMELY SATISFIED WITH THE SUCCESS OF prDOOH CAMPAIGNS



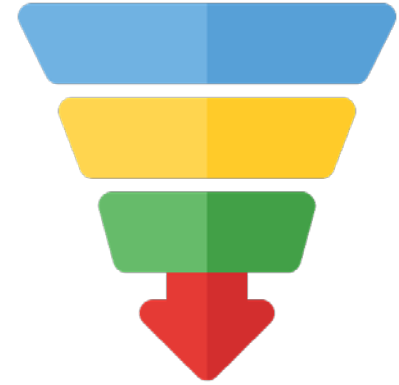


# Some of the main growth reasons

- Ability to measure performance is a key factor in including it to their strategy
- The most frequently used KPI is brand awareness (70%) followed by performance of digital channels (67%), and impressions (66%).
- Other benefits that have been instrumental in driving the growth of prDOOH are viewability, operational efficiency, audience targeting capabilities whether it's to reach a specific audience, a wide audience, or reach incremental audiences.
- In addition to this the barrier to entry in OOH has never been lower. PrDOOH makes inventory available for all budgets. Even budgets that would not normally qualify for traditional OOH/DOOH

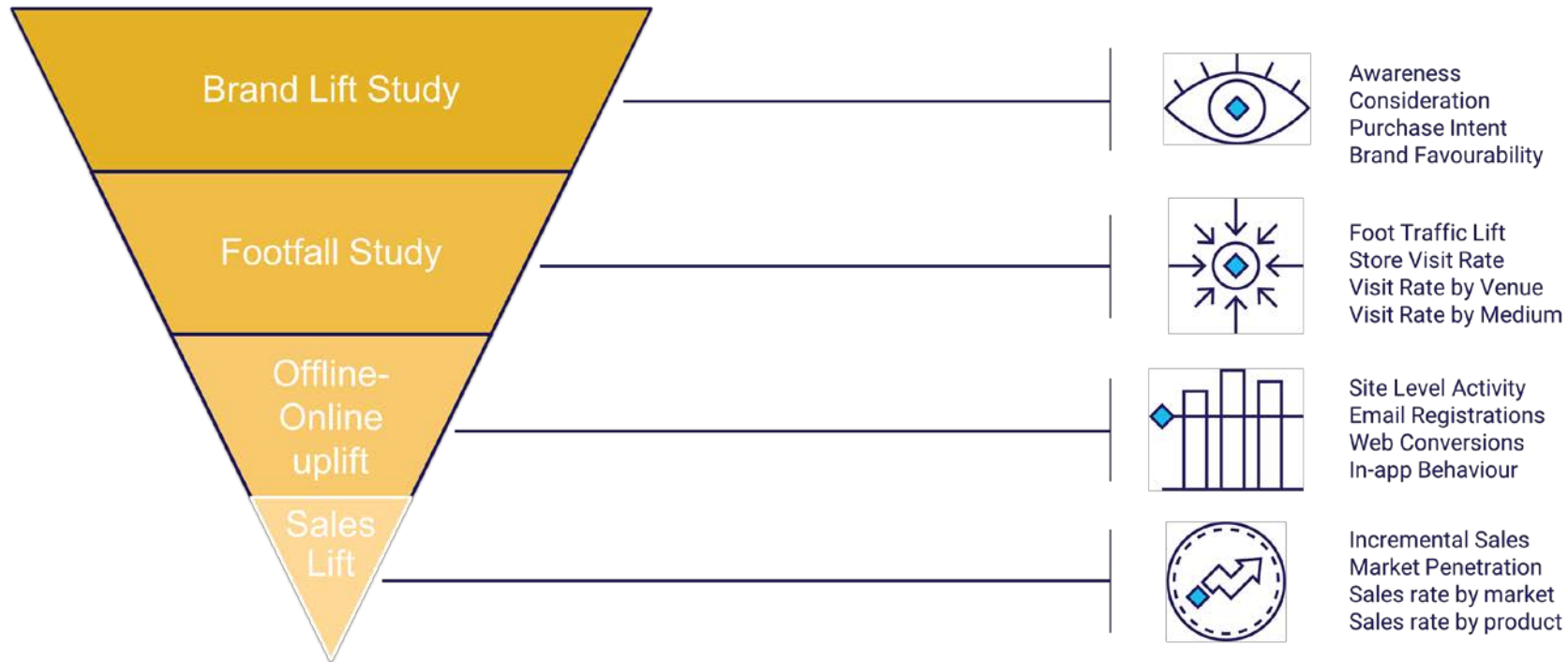


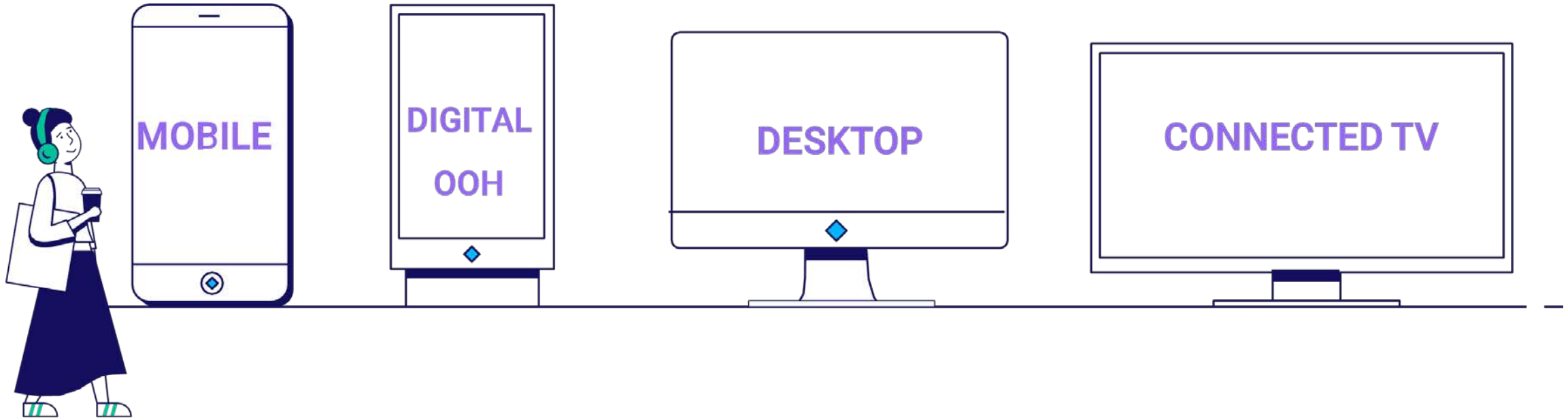
## PrDOOH makes OOH a full funnel tool



- PrDOOH rated the best channel for delivering both Brand and Performance KPIs
- 61% of prDOOH marketers are always directly involved in one or more other channels (54% always directly involved in one or more non-OOH channel).
- Furthermore, two-thirds (66%) always or usually use an omnichannel DSP to run prDOOH campaigns alongside other channels.

# How can we prove that PrDOOH works?





Getting up → Travel to work → Workspace → Shopping → Leisure

# OOH + MOBILE = TRUE

More and more studies confirm  
OOH drives online and mobile activity.

**48%**  
more likely that a  
consumer will click on a  
mobile ad after seeing the  
ad outdoors first



A collage of research reports and a smartphone. The reports include:

- Mobile meets OOH is the sweet spot for location-based marketing**  
A view from Stephen Whyte  
Location-based marketing combines the best of online and offline, of narrowcast and broadcast, of the real world and the virtual world.
- The OutPerform Study**  
Pioneering study reveals OOH drives significant uplift in smartphone brand action
- Case Studies: OOH + Mobile Integration Drive Lift, Recall, and ROI**  
Oct. 31, 2018  
By: Kathleen Kirby Stearns and Elizabeth Rose
- Nielsen Research: DOOH Engages Consumers and Drives Activations**  
Click + Mobile + OOH = Results, need proof? Research shared in Campaign shows that mobile click-through rates increased by up to 30% when supported by OOH. Additional research from Outcast, shows better performing OOH campaigns create a 30% uplift in short-term brand action based on research, with 80% of all actions being direct to the brand itself.

Related Content: Measurement & Attribution Work



JCDecaux +

VIOOH + Yahoo + Schroders

# +80%

overall mobile retargeting CTR  
for the DOOH-led omnichannel  
campaign

## Campaign objective

- Increase exposure and brand awareness for Schroders' sustainable investment products and capabilities



### Target audience

- Affluent audiences interested in sustainable investing



### Campaign specification

- Non-guaranteed



### Inventory

- Mall inventory in Orchard and CBD street furniture in Singapore



The omnichannel campaign from DOOH to mobile provided quality and meaningful connections, through an integrated experience, that was easily scalable for growth."

**Jerry Low**

Head of Marketing for South East Asia, Schroders

JCDecaux +



adform



Mediasynced



PUBLICIS STARCOM



adform



JCDecaux



## Results:

With Adform and JCDecaux, Diplom-Is could apply digital optimization techniques to traditional advertising channels.

**1,300** Automated Changes to Reflect Local Weather

**163%** Improvement in Effective Budget Usage

**+100%** Customer Perception of Diplom-Is as a 'playful' brand

**-50%** Customer Perception of Diplom-Is as a 'boring' brand



"For us as an advertiser, it has been extremely exciting to explore the possibilities around how to make the media purchases even more relevant. We are very pleased with the results of this year's campaign - and will continue to roll it out to the rest of the world."

MIE MAAGERØ DALEN,  
Marketing and Shopper Analyst, Diplom-Is



JCDecaux

+



displayce



APOTEK 1

Vår kunnskap - din trygghet

+ dentsu

- 4,5 million highly relevant impressions delivered point of sale within 100m. from the Apotek 1 pharmacies Nationwide during the summer period.
- Geotargeting, dayparting, weather and UV triggering applied in the DSP





MARIE GAES

ASSOCIATE VP/S

DISPLAYCE D

playco

The Time is definitely Now for PrDOOH

The Time is definitely Now for PrDOOH

And it's working in all parts of the funnel!

Thank you!