

A satellite view of Europe at night, showing the continent illuminated by city lights against the dark background of the Earth. The image is framed by the curvature of the planet and the starry sky.

JCDecaux

CASE STUDIES

OOH BUILDS AWARENESS AND CARD SIGN-UPS FOR BUSINESS PAYMENT SOLUTIONS COMPANY TARGETING STARTUPS

DEBITE



Brand
and sales
uplift

BACKGROUND:

Debite helps businesses grow by offering a corporate credit card with instalment and dynamic financing options for UK early-stage and high-growth startups. This allows founders to spread the cost of business expenses over a period of up to 12 months, helping them manage costs more effectively.

CAMPAIGN OBJECTIVES:

- Increase awareness of the Debite brand and the solutions it offers.
- Drive website visits and card sign-ups.

CAMPAIGN DETAILS:

The campaign ran for 6 weeks.

A mixture of railway stations and street sites were used.

With a London-specific focus, it targeted sites close to co-working spaces in the City and Shoreditch.

RESULTS:

- Direct and organic site traffic rose by more than **40%** over the duration of the campaign.
- Critically, card sign-ups and leads increased by over **80%**.



We deliberately launched our campaign to follow on from our major partnership at the Sifted Summit and build on the awareness generated at this key European startup event.

Out-of-home has proven to be an ideal medium for us. It's supported our objective of building brand recognition, not simply with customers but also with existing and future partners and suppliers. Furthermore, it's delivering lower funnel results. We saw website visits increase by more than **40%**, boosting customer acquisition and card sign-ups by over **80%**. Combining brand and performance marketing has proven a great success for our business.

The campaign was planned in proximity to co-working spaces in London to target start-ups, a strategy which worked well for us. Through a debrief with JCDecaux, we also identified some key learnings to help drive future OOH activity, delivering even more impactful campaigns moving forward.

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