

JCDecaux

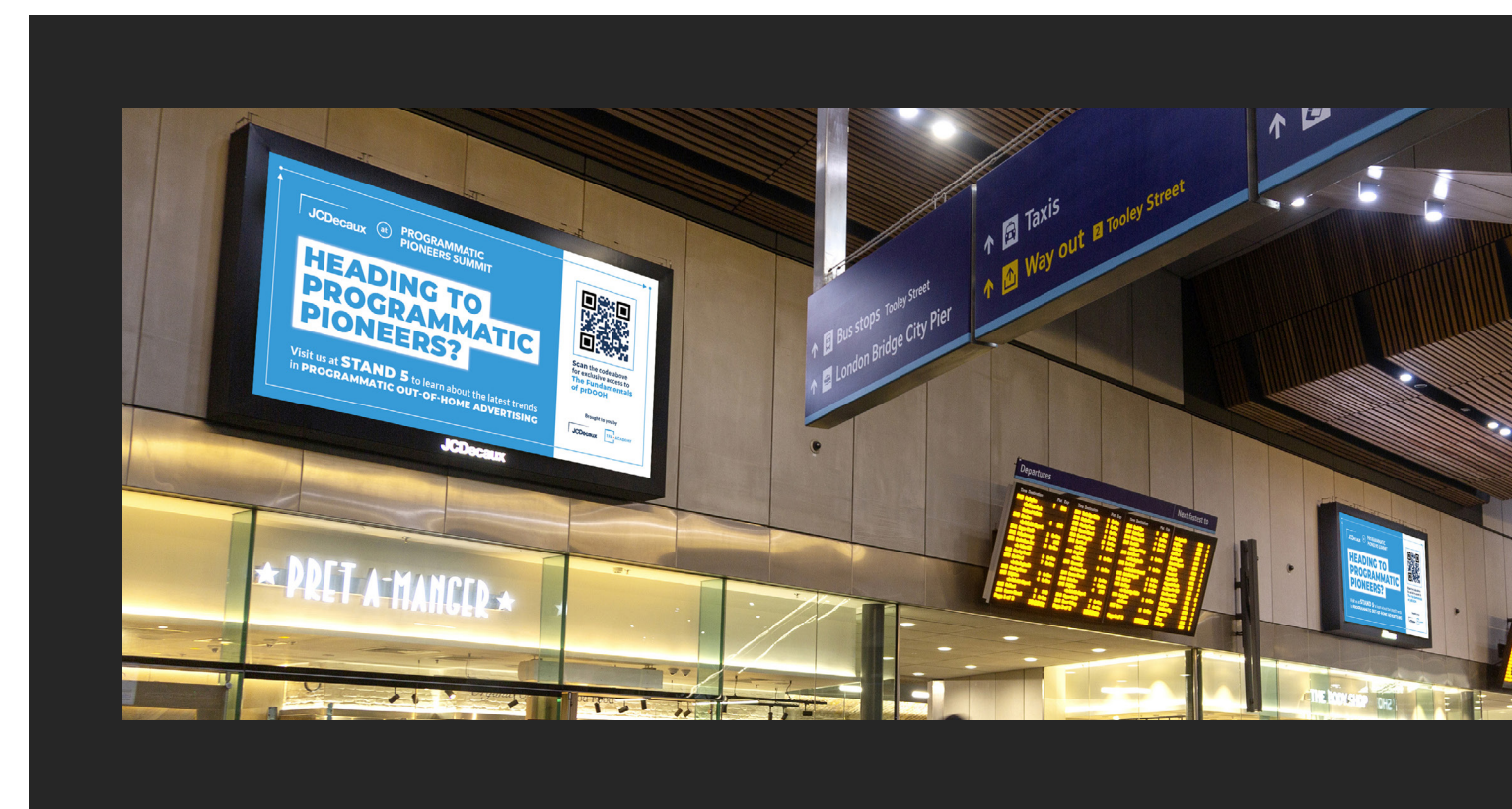
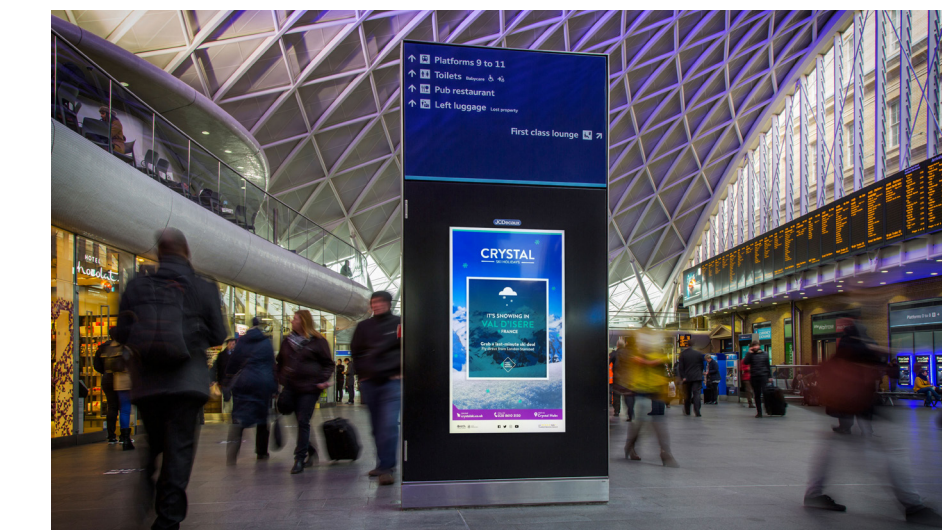
Under the hood of a
**PROGRAMMATIC
DOOH CAMPAIGN**

TPA LABS

EXECUTIVE SUMMARY

Out of Home (OOH) is one of the oldest advertising mediums in the world. Traditionally known as a broadcast medium, OOH advertising has undergone a digital revolution and now can be traded programmatically using demand-side platforms (DSPs) and supply-side platforms (SSPs). This is known as programmatic digital OOH (prDOOH).

PrDOOH offers many environments for brands to communicate with their target audiences: **airports, supermarkets, roadside, shopping centres, and rail.** The diversity of prDOOH inventory reflects the diversity of consumers, enabling brands to reach almost any audience by curating the most impactful supply for each campaign. Furthermore, the level of control and flexibility offered to buyers makes prDOOH an ideal channel for those looking for an agile way to reach consumers in the context of their daily lives.



The challenge often faced by marketers is how to integrate prDOOH into existing omnichannel plans.

This white paper details the journey TPA Labs took from creating a brief to activating and optimising a prDOOH campaign. We have documented every step of the process in order to provide marketers with a comprehensive, in-depth view of how prDOOH works and the results it delivers.

KEY INSIGHTS INCLUDE

- DSPs offer marketers complete control over the set-up and delivery of prDOOH campaigns
- Premium inventory is readily available and easily accessed via programmatic
- Granular location-based targeting can help reach your most engaged audiences
- PrDOOH is measurable with 100% transparency in spend and impressions



Dan Larden

Head of UK
TPA



Dom Kozak

Head of Programmatic
JCDecaux

We hope you find it insightful and informative!

CAMPAIGN PLANNING

The Brief

TPA Labs wanted to independently test the speed, scale, and performance benefits of prDOOH by running a data-driven campaign promoting the latest course on its sister training site, TPA Academy.

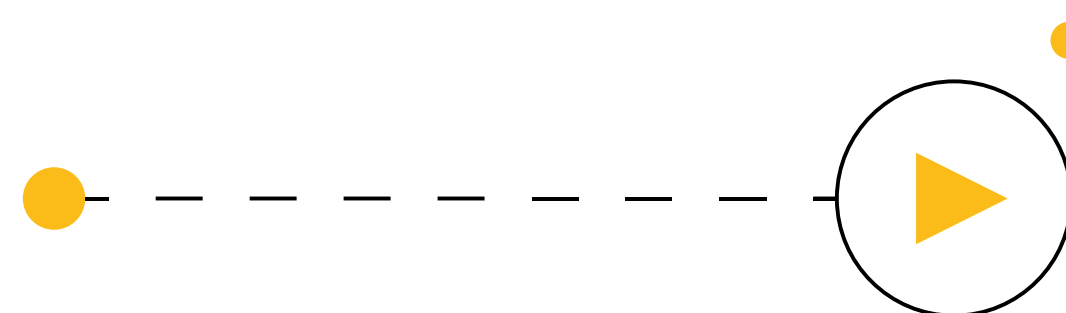
The course was built in partnership with JCDecaux to educate digital advertising professionals about the fundamentals of prDOOH and to best incorporate prDOOH into an omnichannel marketing strategy.

“ We chose prDOOH to promote this course because we wanted to better understand the mechanics of this emerging channel through hands-on experience. Having run prDOOH campaigns over four years ago, I was aware of the benefits but I wanted to see how things have moved on

Dan Larden, Head of UK, TPA

Objectives

- Drive sign-ups from London and Manchester-based digital advertising professionals to the TPA Academy Fundamentals of Programmatic Out of Home training course
- Understand the interplay between prDOOH and social media
- Raise awareness of JCDecaux's programmatic offering
- Prove that prDOOH offers complete transparency and premium inventory



Tactics

The main tactics used to meet the objectives were:

LOCATION TARGETING

Postcode-level data was used to target digital media agencies, DSPs, SSPs, and trading desks in Manchester and London

ENVIRONMENTS

Street furniture, and rail placements

TIMING

A two-week campaign ran in the build-up to, during, and after a key industry event (Programmatic Pioneers Summit), the campaign ran during key commuter times as well as lunchtime



CREATIVE

- JCDecaux and TPA Academy branding were combined to leverage awareness of both brands
- Unique QR codes were used in each ad
- Colour palettes were designed to stand out in the street and rail environments
- Three variations of each creative were developed to allow for testing and optimisation
- Location-specific variations were rotated along with the generic creative

BUY TYPES

The campaign included one private marketplace (PMP) deal from JCDecaux and one programmatic guaranteed (PG) deal for larger placements (such as London Bridge motion) for the days of the Programmatic Pioneers Summit event. The line items were built out as follows:

- **London and Manchester:** PMP targeted, panels only selected around the area of London to allow us to associate London-specific creative assets
- Day parts applied within the Scoota DSP to deliver on weekdays only, between 7-10 am, 12-2 pm and 4-8 pm
- **Programmatic Pioneers:** PG deal targeted, line only live over the dates of the event

“The whole process from design concept to creatives being trafficked into the DSP and audited by JCDecaux took less than one week. The targeting options available to us gave us confidence that we were investing in the best possible inventory to meet our campaign objectives. The team at JCDecaux provided total transparency into how the campaign would play out and we were delighted to be able to secure premium inventory such as London Bridge motion screens via programmatic

Dani Stewart, Senior Client Partner, TPA



CAMPAIGN PERFORMANCE

Results and transparency

9.7 MILLION
impressions

600,000+ plays

135
unique screens

44 postcodes

18
creative
variations

36
QR code
scans

30 sign-ups

“ Given the campaign was targeting a niche B2B audience, it still performed beyond our expectations in terms of awareness and performance. It’s going to be exciting to see just how successful larger B2C campaigns can be with the same amount of data applied as ours

Dan Larden, Head of UK, TPA

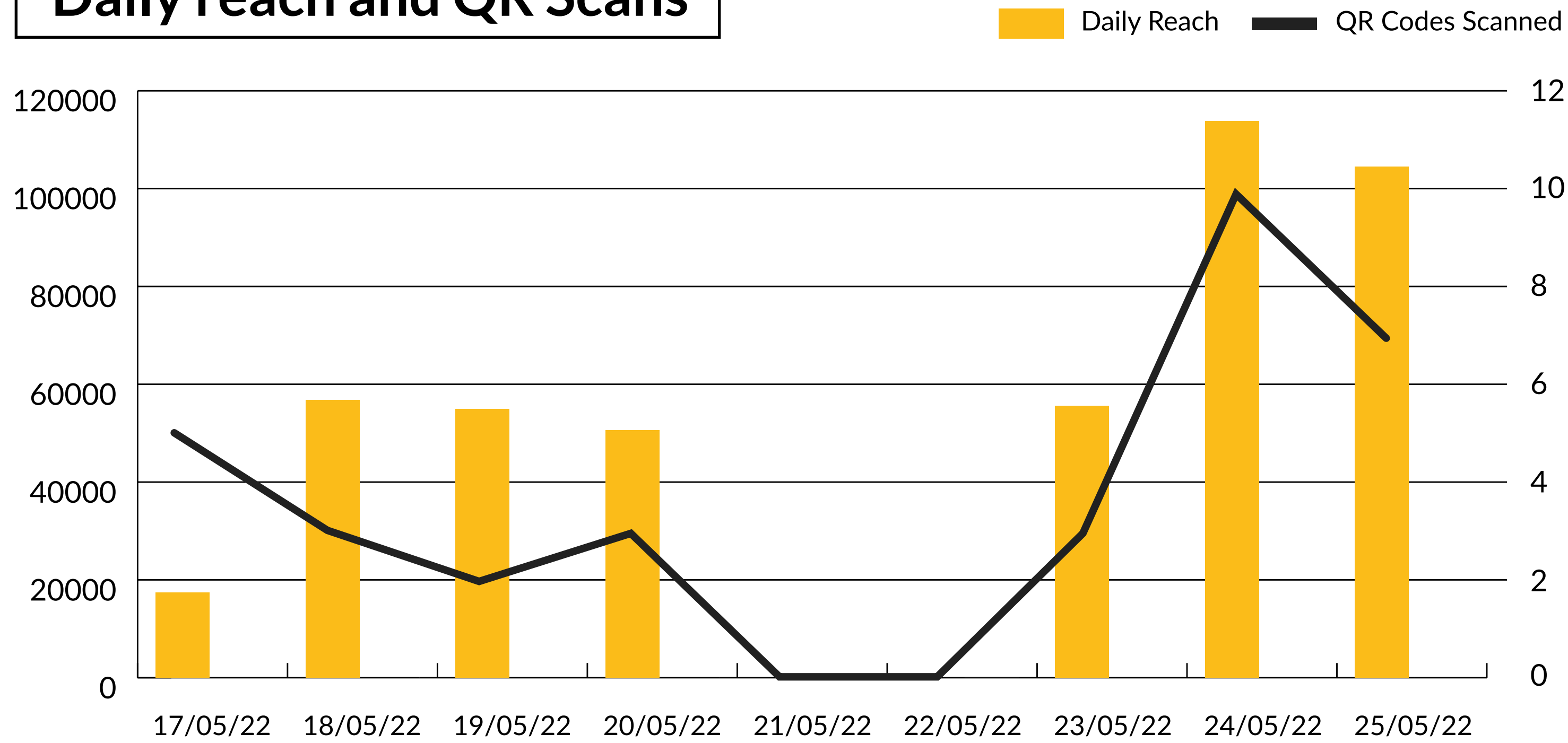
Transparency was measured by looking at the discrepancy in spend and impressions reported in the DSP and the SSP.

- **Discrepancy in impressions: 0%**
- **Discrepancy in spend: 0.038%**

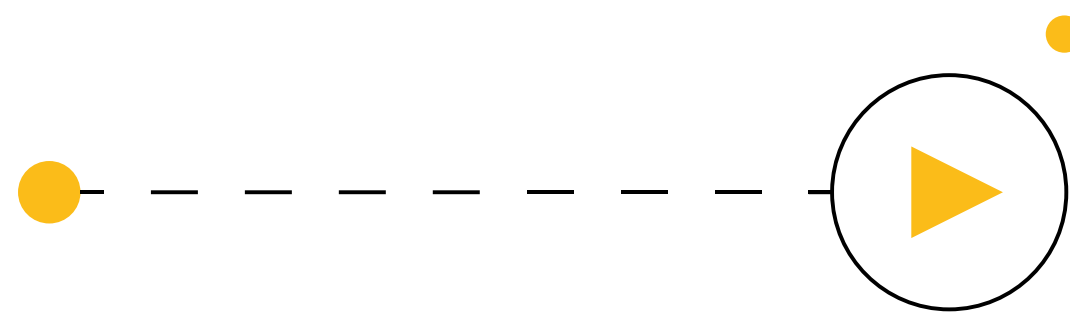
“ PrDOOH has the potential to be the most transparent digital channel in terms of tracking fees through the supply chain. Unlike other programmatic channels where matching DSP and SSP logs together is timely and inconsistent because you are buying a fixed ‘frame’ and every OOH frame has a unique ID, matching buy and sell side logs is much easier.”

Dan Larden, Head of UK, TPA

Daily reach and QR Scans

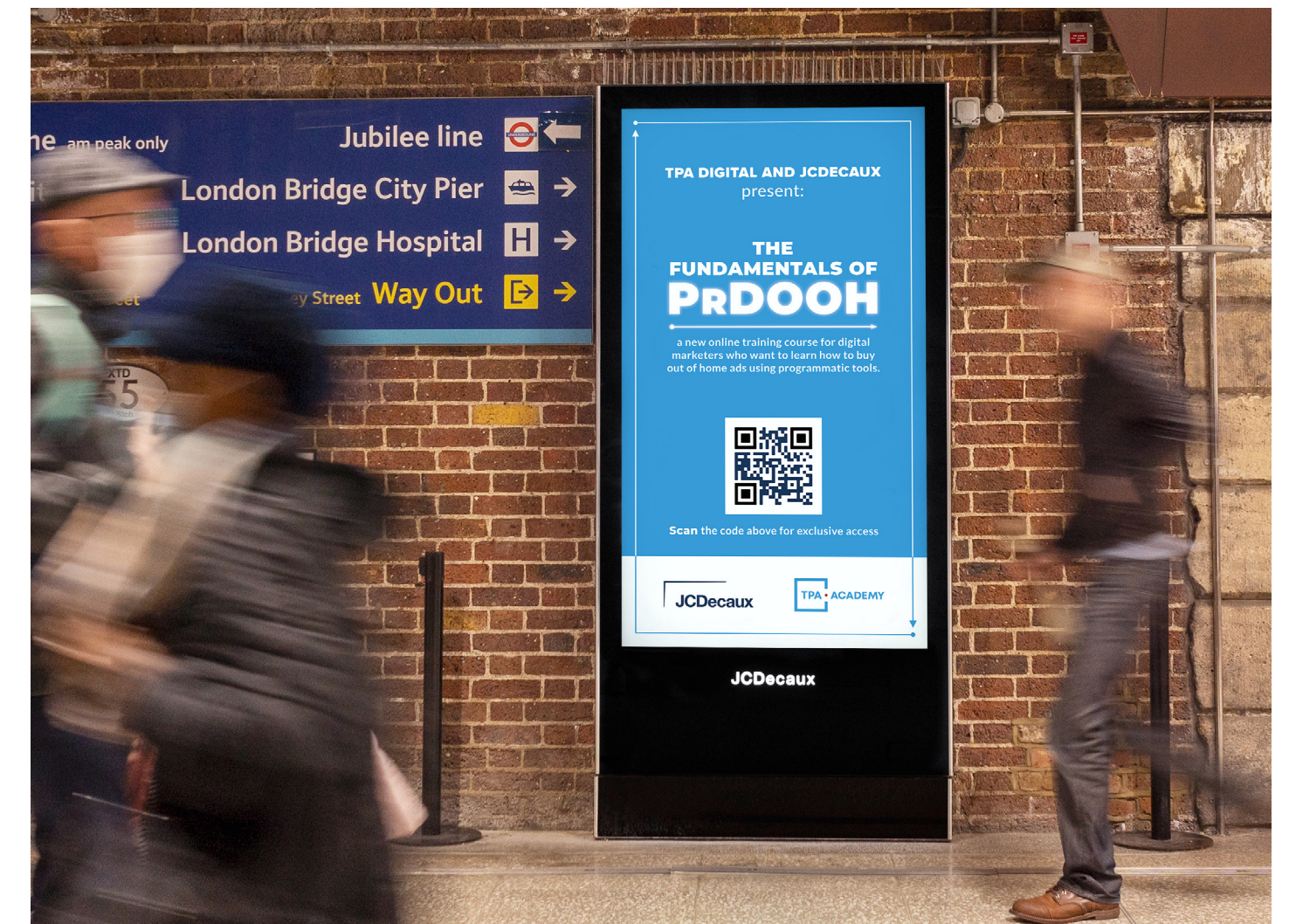


As we hypothesised, performance peaked on the days of the Programmatic Pioneers Summit event.



“ The spike in performance during this key industry event highlights the power of prDOOH being able to help brands capitalise on key moments when their target audience is most engaged

Dom Kozak,
Head of Programmatic, JCDecaux UK



OPTIMISATION

During the campaign, we used data from the QR codes to optimise.

- **82%** of QR codes scans came from 8 out of 18 creative variations
- **57%** of QR code scans came from generic creative
- Over the course of the campaign, five creative were deactivated and budget splits by location were optimised
- We also looked at the performance by time of day but there was no significant difference

“ *The granularity of the data that was available to us enabled us to optimise really quickly and maximise the use of our budget. We were able to optimise every aspect of the campaign directly in the Scoota DSP and we were able to centralise reporting from Scoota, JCDecaux, their SSP VIOOH, and Google Analytics in our TPA Labs dashboard which gave us a single view of performance.*

Dani Stewart, Senior Client Partner, TPA

“ *I'm delighted with the results of this campaign, and the opportunity to showcase the ease of setting up and managing prDOOH campaigns. The work the team at TPA Labs put in at the beginning designing a well-thought-out brief as well as leveraging a multitude of programmatic capabilities - location targeting, creative optimisation, and day parting - really paid off*

Dom Kozak,

Head of Programmatic, JCDecaux UK

SUMMARY

The results of this study have proven that prDOOH is an effective marketing channel in terms of generating, impact, action, and awareness.

The experience running a prDOOH campaign and the results that have been achieved have clearly demonstrated the impact that this channel delivers. We have been able to manage the campaign set-up, measurement, and optimisation internally from an omnichannel DSP which opens up vast opportunities for marketers to plan and buy holistically across all channels, including DOOH. The level of creative flexibility enables marketers to use highly personalised messaging as well as increase the level of diversity within their ads.

If you would like to learn more about prDOOH, check out the following resources, or get in touch!

TPA ACADEMY - THE FUNDAMENTALS OF PROGRAMMATIC DIGITAL OUT OF HOME

THE DIGITAL MARKETER'S GUIDE TO PROGRAMMATIC OUT OF HOME

About JCDecaux UK



JCDecaux is the world's largest OOH advertising company reaching audiences in over 80 countries. As the UK market leader, JCDecaux enables brands to reach consumers in airport, rail, roadside, and retail environments through traditional, digital, and programmatic OOH advertising. From increasing awareness and engagement to delivering targeted, dynamic content, JCDecaux offers innovative data-driven solutions to bring brands and audiences closer together.

The company is committed to providing a powerful brand-first environment where accountability, measurability, viewability, brand safety, and sustainability are paramount. Part of the R100 initiative, JCDecaux is committed to using 100% renewable energy by 2022, globally.

About TPA Labs



TPA Labs is an AdTech accelerator for advertisers and ecosystem providers to quickly test and implement AdTech solutions. The service was launched out of frustration from advertisers who want to independently test technical solutions at speed, and for AdTech providers to showcase their latest capability.

Thank you to our DSP and SSP partners.

