

## EPISODE 2

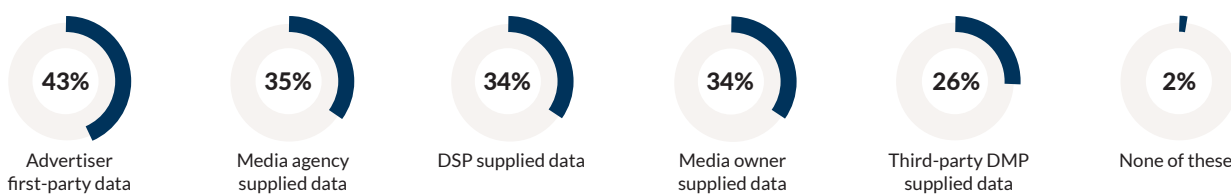
### Programmatic Digital Out of Home: Demystifying Data Integration

Data is the most powerful asset a marketer has when it comes to planning, buying, and optimising advertising campaigns. However, recent research by JCDecaux and MTM highlighted a lag between the understanding of the importance of data integration and the actual use of data in prDOOH.



Phil Duffield, VP, UK, The Trade Desk speaks to Dom Kozak, Head of Programmatic, JCDecaux UK about the power of data integration in prDOOH and how to best leverage data as part of an omnichannel strategy

### Most commonly used data sources for prDOOH targeting and creative



### Data integration

“ In the past many channels have been bought in silos and DOOH still is to an extent. But now is the time to take the opportunity to really start thinking from an omnichannel perspective. The ecosystem is changing beyond the channels you run and the data you use and it’s the people and the way in which they think and work that’s driving that change. ”

“ Over the past 12 months, we’ve seen more brands wanting to understand the opportunities and benefits of adding prDOOH to their channel mix. More specifically, we get questions on a daily basis about how brands can activate first-party data and the optimal mix. The industry as a whole is really moving on. ”

“ Ultimately, better data integration is what will help the growth and the performance of prDOOH - without data integration you can’t scale effectively. Additionally, integrating data enables you to make smarter decisions about activating and optimising campaigns. ”

### Benefits of data integration

“ A good data integration strategy gives you actionable intelligence from campaigns which enables you to tie everything together from planning to measurement and then iterate your data strategy and improve the performance of future campaigns. ”

“ Being able to extract all the data from all the channels in your media mix and knowing where your best performing campaigns sits enables you to optimise very quickly in the programmatic world. When you overlay first-party or third-party data that approach becomes even more powerful. ”

### How to harness the power of data integration

“ Understanding the technical capabilities and being aware of the value that data brings is vital. I want to encourage everyone to take every opportunity to learn and lean in. If marketers really take the time to think about and understand the opportunities within prDOOH and how they can execute data and be smarter in their decisioning then you will see results. ”

“ The power that demand-side platforms (DSPs) and supply-side platforms (SSPs) bring to the table is to provide seamless integration of existing data sets into a much wider ecosystem. That drives not only better targeting but also better measurement and optimisation and that’s the key to success. ”

### Final thoughts

“ Data is the lynchpin - if you really truly want to execute an omnichannel strategy and you want to include prDOOH then data integration is a must. Otherwise, you’re blindly running campaigns without any insight or decisioned media. In my experience, data integration has enabled brands to truly understand the power of prDOOH, understand their results and then quickly make changes as they go. ”

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Get in touch to learn more about prDOOH: [uk.programmatic@jcdecaux.com](mailto:uk.programmatic@jcdecaux.com)