

JCDecaux

displayce

locala



# Dell Sees +6 Point Increase in Online Purchase Intent Through Combining Mobile Display and pDOOH



Shortlisted – Best Use of pDOOH and Mobile



# Challenges

## How to shift from the traditional offline retail model to a 100% digital presence context?

The aim of the campaign was to support Dell's objective to transition from traditional bricks and mortar sales to a fully digital presence in the UK during the busy shopping months of September to December.

To do this online display was going to be key, but in a competitive marketplace, we needed to maximise consumer touchpoints and connect seamlessly with the audience at the right time and in the right place regardless of whether that was online or offline



# Solution

Data from Locala enabled Displayce to identify zones with high concentrations of our target audience.

The role of pDOOH was to reach specific audience segments, such as tech enthusiasts and business owners when they were in those areas. Additionally, pDOOH was used to enhance the visibility of the mobile display campaign and ensure a seamless connection with the audience when they were in those key locations



# Results

**2.56 million impressions**  
across pDOOH, desktop, and mobile

**6 point**  
uplift in purchase intent

**2 point**  
increase in preference

**2x**  
increase in CTR on high-impact and pre-roll ads

**74%**  
video completion rate



“Granular, affinity-based targeting significantly enhanced the relevance of Dell’s pDOOH campaign creating high levels of resonance with the target audience. By focussing spend on areas with high foot traffic and continually optimising towards that we were able to maximise return on investment (ROI). The JCDecaux team were always on hand to advise us on strategy and optimisation and played a key role in ensuring the success of the campaign.”

Gordon Bonifacio, Head of Sales UK, Displayce.