JCDecaux

🎙 **Life in Programmatic Digital OOH Podcast**
Bringing together the greatest minds, discussing the latest trends and uncovering what life in programmatic digital Out-of-Home is all about

S3 Episode 4

Skyrise Delivers 21% Uplift in Revenue for The Woodland Trust using pDOOH

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Skyrise, an audience design and targeting platform, in partnership with independent media agency JAA and The Woodland Trust, won Best Integrated pDOOH Campaign at the JCDecaux Programmatic DOOH Live Awards 2024. In this episode of Life in pDOOH, Mark Burton, Business Director at Skyrise joins Philippa Evans, Associate Director, JCDecaux to dive into the strategy behind the campaign.

What challenges were The Woodland Trust facing, and what was the goal of the campaign?

Memberships were declining, and the effectiveness of response-orientated channels, e.g. social, was just waning because they were saturated due to a high volume of advertising from across the charity sector. This means that The Woodland Trust needed a new approach. The challenge was to harness awareness channels in such a way that we could drive emotional responses that resulted in direct responses – in this case memberships. We were also tasked with proving the effectiveness and incrementality of this new strategy over and above what previous media plans had delivered.

How did you decide which channels should be in the media mix for The Woodland Trust?

At Skyrise we use mobile network data signals to build persona-based audiences that are bespoke for each campaign. For The Woodland Trust we were looking for people who are active, interested in walking and exploring, and environmentally focused or nature-loving.

Once these audiences are built, that tells us who they are, where they are, where they live, how they move, and more importantly, what media channels they consume. In this instance, the channels that over-indexed were pDOOH and digital audio.

What role did you want pDOOH to play within this campaign?

For this campaign, and many others that we have run, pDOOH was the glue – the unavoidable channel that immersed the audience in the campaign. Additionally, pDOOH provided our audience with a feeling of escapism through a juxtaposition of woodland imagery in busy city centre environments e.g. bluebells swaying in the wind. That's something that you can't do on small screens.

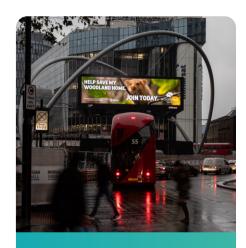## What were the key performance metrics, and did the campaign achieve them?

We measure as much as we can but what really matters is business metrics – in this case, memberships. Skyrise gives you a view of all traffic from mobile devices; we see traffic for individual clients, traffic for sectors, we see every app use and every website visit from a mobile device pre-, during, and post-campaign.

The Woodland Trust achieved 15% of all charitable category searches in the locations in which the campaign ran, which is a strong indicator of success, but it's not the key metric here. To get to the metrics that mattered, memberships and revenue, we used first-party data from The Woodland Trust supplied by postcode, date, and time which allowed us to define robust test and control areas and measure uplift.

Our test areas outperformed control areas by 21% delivering 2,883 new memberships and £172,980 in revenue which was 32% above target and well above our media spend. Additionally, The Woodland Trust measured the performance of social channels in the test and control areas and saw an uplift in donation levels and membership levels in the areas in which pDOOH was running.

The creative for this campaign won the People's Choice award at the JCDecaux pDOOH Live Awards – can you tell us a bit about Skyrise's role in the design process?

Firstly, we ran creative sessions with The Woodland Trust and JAA looking at the main principles of what we believe makes an effective OOH ad. This is a subjective process, but it's based on data from previous campaigns and it works well. Secondly, The Woodland Trust used data from the Skyrise audiences we'd built for the campaign to better understand what was important to them and guide the creative design.

What were the top three learnings you took from this campaign?

1. Being environment and media owner agnostic is key. Use data to understand how people move around and use that to create immersive experiences by appearing in lots of places at lots of different times depending on where your audience is and when.

2. First-party data enables you to measure performance-based outcomes in traditional awareness channels

3. Get the creative right or you'll start off on the back foot

What advice would you give to someone who is interested in trying pDOOH for the first time, but is unsure how or where to start?

Firstly, use pDOOH as the glue to bind your other channels together, it really amplifies performance channels, and don't operate in a silo. Secondly, make sure that your campaign planning and activation is driven by data but make sure that the data you choose is the right data for your campaign. If you use a broad off the shelf data set you will get a generic campaign, but with programmatic OOH doesn't need to be generic, it has the power to be precise. Finally, for those working across multiple channels - you need a data set that is actionable across all channels to get a true view of campaign performance and effectiveness.

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Get in touch to learn more about pDOOH:
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