

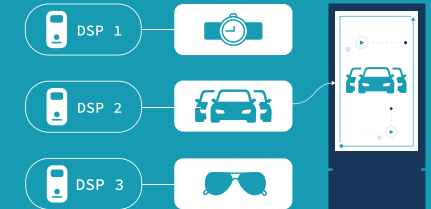
The Digital Marketer's Guide to

PROGRAMMATIC DIGITAL OUT-OF-HOME

Programmatic DOOH (prDOOH) provides digital marketers with unparalleled opportunities to engage audiences in premium, brand-safe environments to increase brand awareness, consideration, and market share.

The integration of programmatic technologies and DOOH enables digital marketers to reach target audiences with personalised, relevant, data-driven, measurable outdoor marketing.

Today, prDOOH can be bought through your preferred DSP for quick activation, optimisation, and omnichannel planning.



REACH ANYONE, ANYWHERE

Programmatic DOOH is divided into six environments: airport, rail, malls, roadside (SF & LF), and supermarkets. This enables you to reach almost any audience by curating the most impactful supply for your campaigns.

The integration of programmatic technologies and DOOH enables digital marketers to reach target audiences with personalised, relevant, data-driven, measurable outdoor marketing directly from your preferred DSP.



AIRPORT



RAIL



MALLS



STREET FURNITURE (SF)



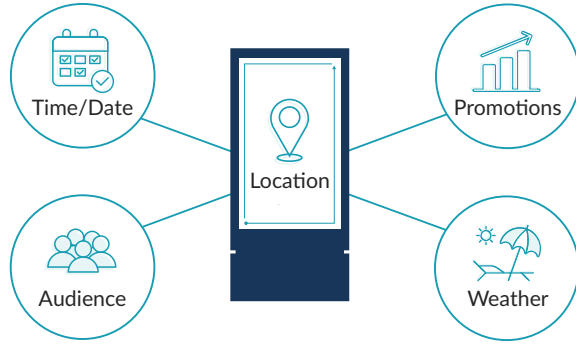
LARGE FORMAT (LF)



SUPERMARKETS

PRECISION TARGETING

To make your campaign as effective as possible, JCDecaux has partnered with several data companies to give you granular audience insights at your fingertips. This not only enables you to make your prDOOH campaigns as effective as possible but also facilitates advanced cross-channel planning and activation.



HIGH-IMPACT CREATIVE FORMATS

PrDOOH provides a multitude of static and dynamic creative options that can be updated in real-time.

Selecting the right type of creative for your campaign depends on your objectives and the environment(s) that you choose.



Include images, animations, motion video or HTML dynamic creatives with data feeds



Match the look and feel of your creative to the environment and context e.g. time of day or day of week



Re-purpose other digital ads, e.g. online display and video for a consistent consumer experience



Test and learn which creatives generate the most impact whilst keeping production costs low

MEASUREMENT AND OPTIMISATION

PrDOOH provides marketers with the ability to measure more than clicks, conversions, brand metrics. The impact of prDOOH campaigns can be evaluated in multiple ways including: brand health, foot traffic, web activity, sales lift and more.

Awareness | Consideration |
Purchase Intent | Brand Favourability

Brand Study

Foot Traffic Lift | Store Visit Rate |
Visit Rate by Venue | Visit Rate by Medium

Foot Traffic

Site-Level Activity | Email Registration |
Web Conversions | In-App Behaviour

Online Conversion

Incremental Sales | Market Penetration |
Sales Rate by Market | Sales Rate by Product

Sales Lift

BENEFITS OF PRDOOH

- Buy through your chosen DSP for ultimate flexibility and cross channel planning
- Reach your most engaged audiences
- Precision contextual targeting
- High-impact, brand safe creative formats
- Advanced measurement against brand and sales metrics

GET IN TOUCH

To find out more, get in touch today
UK.Programmatic@jcdecaux.com
or visit our **programmatic hub**