

PROGRAMMATIC DAY

PROGRAMMATIC DOOH E STRATEGIE MULTICANALE

NOVITÀ E INNOVAZIONE

PROGRAMMATIC DAY
THE OMNICHALLENGE

PROGRAMMATIC DAY



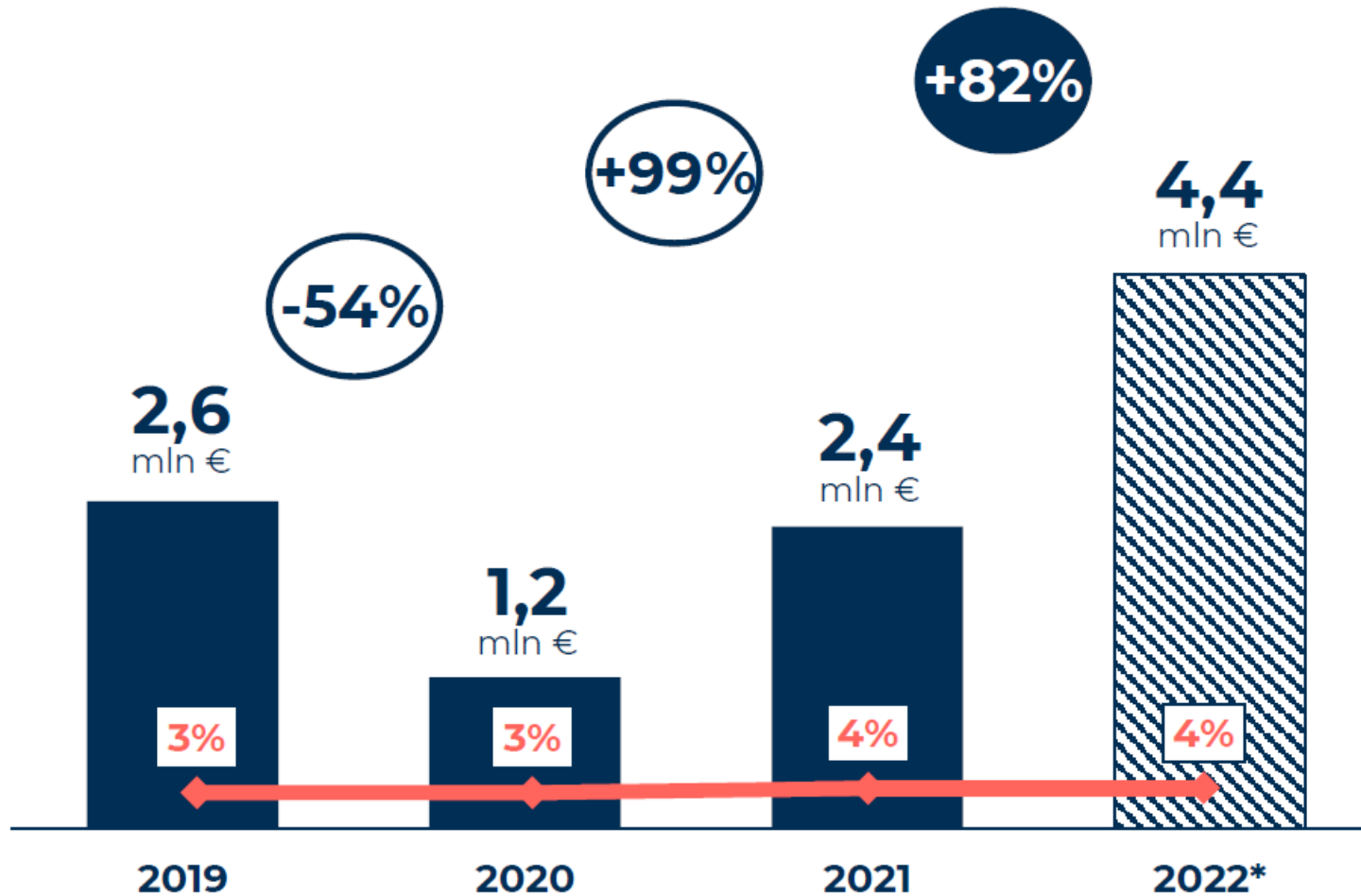
Michele Casali

Marketing & Data Director

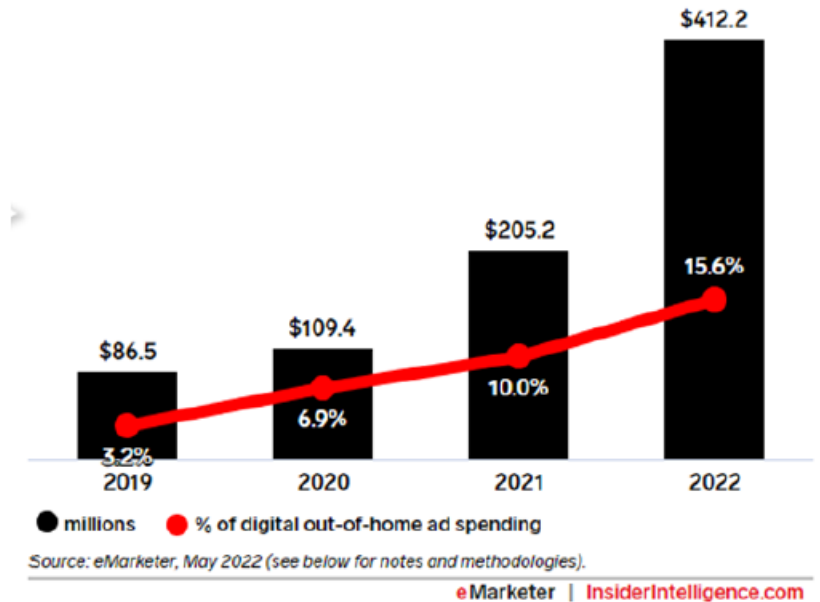
IGPDECAUX

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PROGRAMMATIC DOOH: TREND IN CRESCITA



Programmatic Digital Out-of-Home Ad Spending
US, 2019-2022



IGPDECAUX: OFFERTA PDOOH IN CONTINUA CRESCITA



50

BOLOGNA
NUOVI SCHERMI DIGITALI

40

GENOVA
NUOVI SCHERMI DIGITALI

4

NUOVI COMUNI
CON DOOH
NEL CORSO DEL 2023

SEMPLICITÀ D'ACCESSO E RAPIDITÀ D'ESECUZIONE

DATES: Design Week period, April 15-20

GOAL: Follow the people arriving in Milan during the event.

SUBWAY STREET FURNITURE AIRPORT

1 – WELCOME PACK



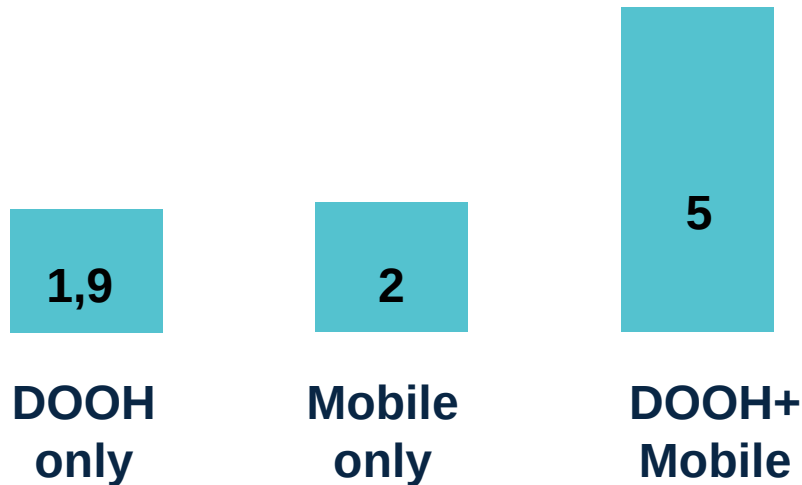
ASSET	# SCREENS	IMPRESSIONS	TYPE
AIRPORT LINATE + MALPENSA	38 (ARRIVALS)	150.000	IMPRESSION GUARANTEED
SUBWAY MILAN	40	1.000.000	IMPRESSION NON GUARANTEED
		1.150.000	



Convergenza DOOH-Mobile

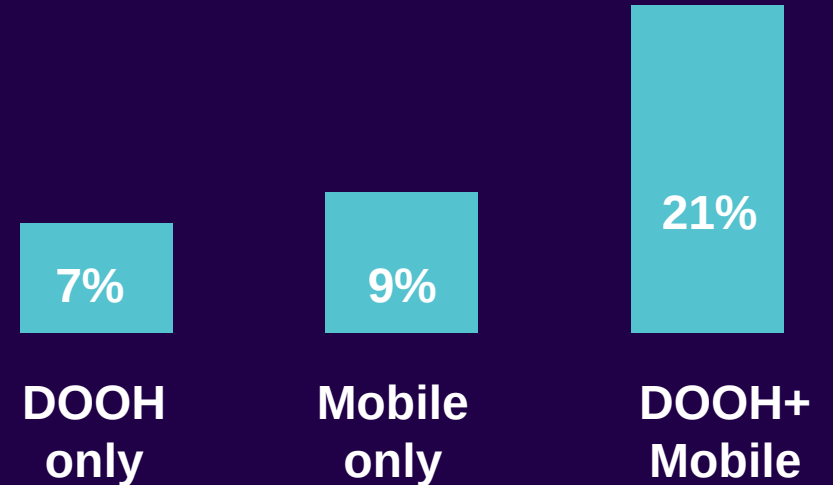
2+2=5

Average attention span in seconds



Source: Mobile convergence study JCDecaux UK & LUMEN - « 2+2=5, the two-screen future », June 2020

Spontaneous advertising recall



OOH/DOOH+MOBILE ADV: EVIDENZE ANCHE IN ITALIA



MOBILE ADV



DOOH ADV

x2

Incremento del footfall degli individui esposti sia a OOH/DOOH che a Mobile Adv rispetto a persone esposte ai singoli media

Fonte: elaborazioni IGPDecaux su campagne Multicanale OOH/DOOH + Mobile Locala.

MOBILE ADV E DOOH SEMPRE PIÙ ALLA PORTATA DI TUTTI

lo

Objective: Promuovere il prodotto H&S
DermaXPro
Misurare l'impatto delle
vendite
Misurare l'impatto
dell'awareness

Channel: Mobile + DOOH

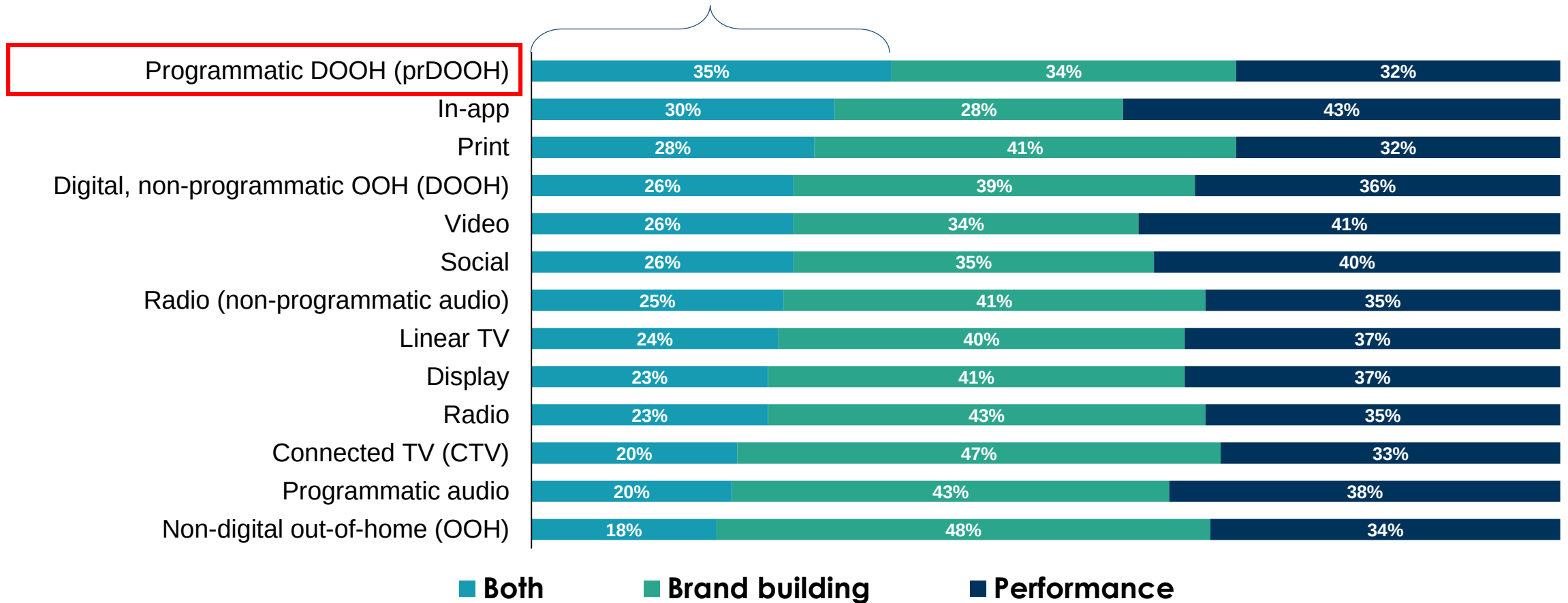
Periodo : dal 21/11 al 31/03

MOBILE7
Mio
di imps

DOOH
3.9 Mio
di imps

PDOOH UTILIZZATO PER PERFORMANCE E BRAND BUILDING

Nella tua opinione, ritieni che i seguenti media siano più adatti per il Brand Building, obiettivi di Performance o entrambi?



Source: The Time Is Now UK. Total sample; Unweighted; base n = 200.

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Chiara Cordiali

Regional Partnership Director for
Southern Europe, LATAM, MENA

VIOOH

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VIOOH
IGPDcaux

AN INTERNATIONAL CASE STUDY

Tourism Tasmania: *Driving winter visits and hot results*



Cross-channel campaign to drive visitors during winter, using programmatic DOOH to prime audiences ahead of audio and display re-engagement



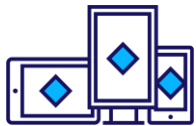
Target audience

Erudites, Raw Urbanites & people 45+



Campaign specification

Data Audience Targeting & contextual targeting using JCD AU Adobe Audience Data



OOH Inventory

Large Format, Small Format, Rail



VIOOH



CASE STUDY: TOURISM TASMANIA

Consideration

The **exposed audience** was **re-engaged** with **audio** to drive saliency and consideration, and **high impact display** and **native** to reinforce the message.

Prospecting

JCDecaux Adobe Audience Data was used to activate on DOOH screens targeting "erudites, raw urbanites & people 45+" using street furniture and rail screens. The initial campaign phase was used to **drive awareness** and **build the seed audience**.

Conversion & Results

The campaign powered an overall **51% increase in visitation to Tasmania** during their off-season.

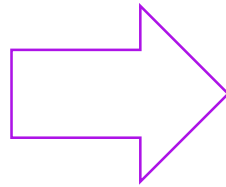
135% lift in website visits vs the control group, and programmatic DOOH specifically drove a **31% lift in website visits** alone.

Tourism Tasmania could also **measure the effectiveness of each channel** and make optimisations throughout the campaign, delivering over **70million impressions** in total.

REAL TIME PROGRAMMATIC DOOH

Innovation & benefits

OUR REAL TIME SOLUTION



- Powered by the **VIOOH Ad Server**
- Advanced Content Management features (**DCO**)
- Advanced **audience activation** features (secondary audience data, live event triggers)
- Complete **analytics suite** to review in real time key performance metrics and pacing health, monitor, get alerted, troubleshoot and adjust your deals on-the-fly

**Improved omnichannel campaigns and
an integrated brand experience for the buyer**

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Grazie

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