

JCDecaux DATA SOLUT:ONS

DEEP DIVE



September 2021

JCDECAUX DATA SOLUTIONS

DISCOVER THE THREE CORE PILLARS

The 3 core pillars in detail

The design and categorisation of the data solutions has been conducted with advertisers' needs in mind and in order to be consistently present throughout the campaign process:

JCDecaux DATA SOLUTIONS OPTIMISE

Optimise **media planning, content delivery and creativity** to maximise impact on your target audience.

Plan with a complete **understanding of your audience** around OOH assets and **tailor your message** for maximum visual impact and relevance.

JCDecaux DATA SOLUTIONS ENGAGE

Connect with your audience more effectively and efficiently to **create memorable and engaging experiences**.

Heighten consideration and **amplify the impact of all media touchpoints** across multiple media.

JCDecaux DATA SOLUTIONS EVALUATE

Evaluate campaign performance and **measure against your desired KPIs**.

From brand building metrics to business impacts such as visit attribution and micro-conversions, **leverage our measurement solutions to objectively assess successes and areas for growth and future optimisation**.