DISPLAYCE optimises the buying, impact and quality of DOOH campaigns by injecting some AI into its programmatic platform!

Press release - **Bordeaux, 20 June 2018** - Within two years of opening its programmatic platform, DISPLAYCE has established itself as the real standard-setter on the French DOOH market. With its inventory of 800 campaigns, 200 active users, 38,238 digital screens, 12 experts and revenue that has increased tenfold in just one year, results are more than positive and demonstrate the agencies' great enthusiasm for this new buying method. Following several years of R&D and Data analyses, the platform allows DOOH campaign obstacles to be overcome. Thanks to new functions and features, it allows agencies to buy better, ensure greater impact and optimise the quality of ad campaigns run on French digital posters and billboards.

The France's widest inventory.

DISPLAYCE lets agencies and advertisers buy ad space on DOOH screens in an automated, targeted and rationalised way. A first in France! In 2018, the platform ended up convincing every French agency to use it, with its innovatory nature bringing companies such as Publicis, Tradelab, Screenbase and Amnet on board too. *"In 2017, we forged strategic partnerships with influential players in France, Europe and the USA to provide active support for the growth in DOOH and facilitate programmatic use in this media. Today our platform has France's widest inventory of digital screens and we have invested considerably in developing its functions and features. DOOH is an innovative and tactical form of media. By injecting AI into our DSP (Demand-Side-Platform), we reveal its full potential and push its performance levels still further."* says Laure Malergue, Founder and CEO of DISPLAYCE.

Hybrid technology geared to produce results.

In order to increase its full power tenfold, the platform is developing human expertise at an exponential rate through the use of artificial intelligence. The agencies provide information on the campaign objectives and targeting criteria. The DSP then uses a combinatorial optimisation algorithm to calculate the best distribution scenario out of the billions of possible combinations. Only the most relevant screens are selected, and the platform displays all the outperformance indicators to give a precise assessment of campaign optimisation. Targeting by time of day is another feature. It is now possible to select the time slot during which the campaign is to be run, either exclusively or mostly. The aim of this is to allow an extra boost at key times of day to reach your core target and rationalise your budget. *"These different functions and features enable better buying, while clearly optimising impact - two fundamental criteria sought by agencies and trading desks."* adds Marie Gaestel, Associate and VP Sales of DISPLAYCE.

Distinguishing quality.

The key goal of allying quality with power ensures the platform prioritises the precise distribution of campaigns on a premium screen network, combining a high-impact format, a favoured environment and wide audience. That's a major asset in meeting objectives as regards brand image and mass visibility. The agencies have also shown their wholehearted approval of the feature allowing free video adaptation within seconds, in 18 vertical and horizontal formats. In addition to a significant time-saving, it ensures each video is perfectly adapted to suit the various digital screen formats - a distinct guarantee of quality! Lastly, in order to measure the media quality of each DOOH campaign, DISPLAYCE offers to gather and analyse field data to generate a campaign score. This approach is unique in France and supplements the whole set of functions and features newly deployed by the DSP.

About DISPLAYCE

DISPLAYCE is the leading technological platform designed to optimise the buying, impact and quality of ad campaigns run on digital posters and billboards (DOOH). Using this programmatic platform, media agencies have access in just one click to France's widest digital inventory, with over 38,000 digital screens, and can thus maximise the value of their advertisers' campaigns in premium formats within targeted environments, to a mass audience. This artificial intelligence-based proprietary technology offers automated buying of screen space, strong ability to differentiate when targeting, campaign impact optimisation and a measurement of the quality of reach. Under the direction of Laure Malergue and Marie Gaestel, DISPLAYCE is the buying platform used by every agency in France, such as TradeLab and ScreenBase. Two years on from its initial launch, it now has over 38,000 screens in its inventory and has already succeeded in winning the approval of over 50 brands, including Blablacar, hôtelF1, Kia, EDF, Cdiscount and Bouygues Telecom.
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