



# Programmatic DOOH: developing Scalapay's brand awareness

January - February 2022

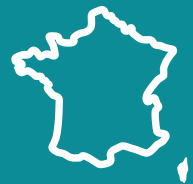
## Context:



RTB campaign on digital screens with **2 Publishers**



Real-time optimization on **2 SSP**



Country: **France**



Activation of an automated **post-test measurement**



In collaboration with:



JCDecaux

VIOOH



VISTAR MEDIA



# An efficient device

pDOOH campaign for Scalapay



## Typology of screens :

 **233 DOOH premium screens**

 **2 environments : Urban pannels, malls**

## Targeting & Optimizations

 **Géo: Top 10 of French cities**

 **Real-time optimization: Between 8am and 8pm**

 **A multi-crea set was deployed in rotation on all screens**



JCDecaux  
SSP VIOOH



IMEDIA  
CENTER  
SSP Vistarmedia





# Reinforced notoriety

pDOOH campaign for Scalapay



## Résultats



**1.6 Millions**  
of Impressions



**233**  
Screens



**+23 pts**  
of notoriety



**+51 pts**  
of consideration

consumers considering Orange  
Cyberdefense offer in their next purchase



458  
Respondents