

**Success story**

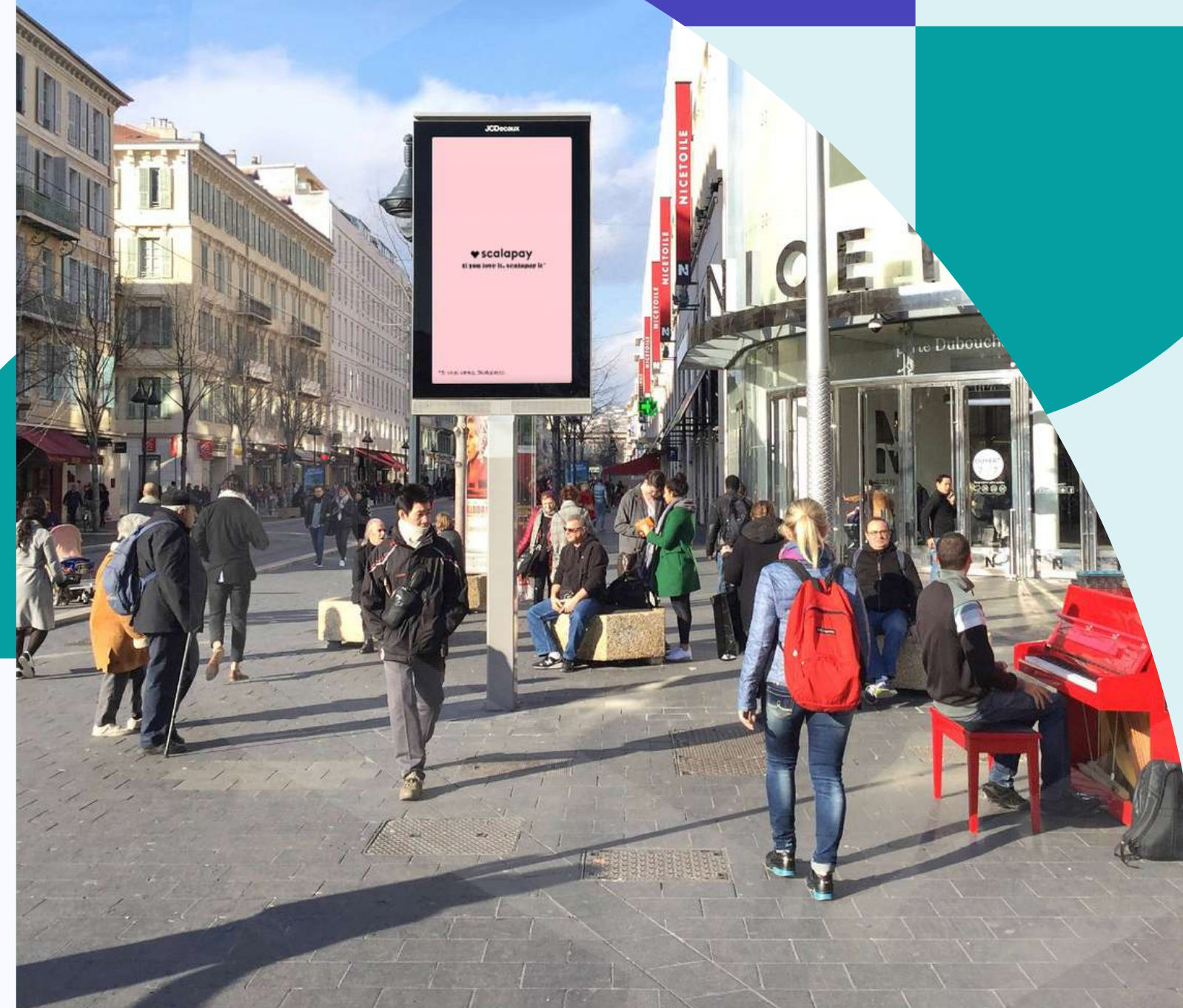


# Improve awareness around Scalapay as a new form of payment

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## CONTEXT

# Improve awareness around Scalapay as a new form of payment

Use programmatic DOOH to promote Scalapay and its innovative form of payment in relevant French cities for maximum impact over a month and a half.

## STRATEGY

- **Period:** January, February - 2022
- **Precise geographic targeting, real-time optimisation** and deployment of **multiple creatives**
- **Custom dayparting:** Between 8am and 8pm
- **Location:** Top 10 French cities
- **Screen types:** Urban panels and malls



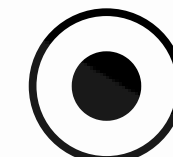
**2**

Media owners



**233**

Screens



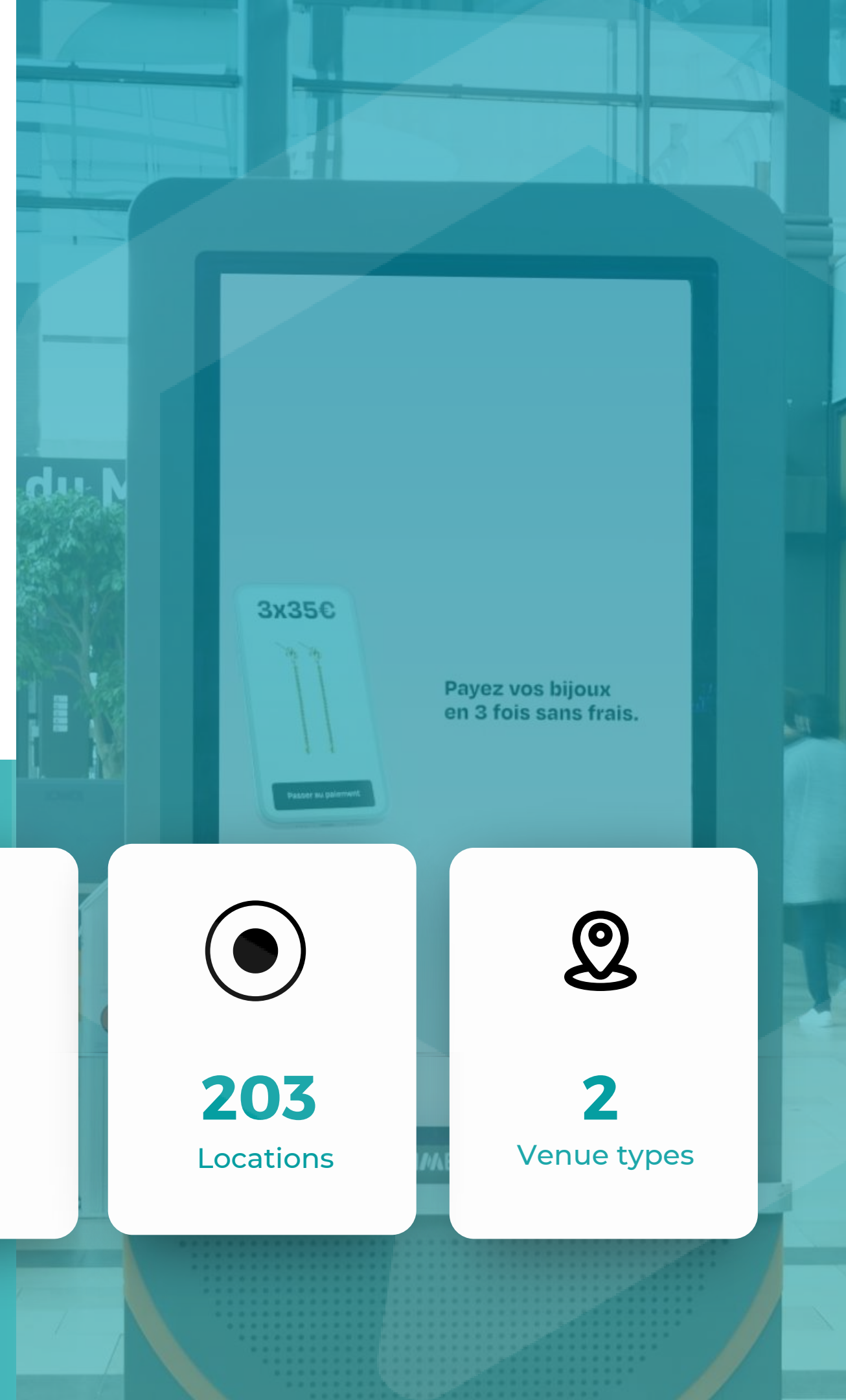
**203**

Locations



**2**

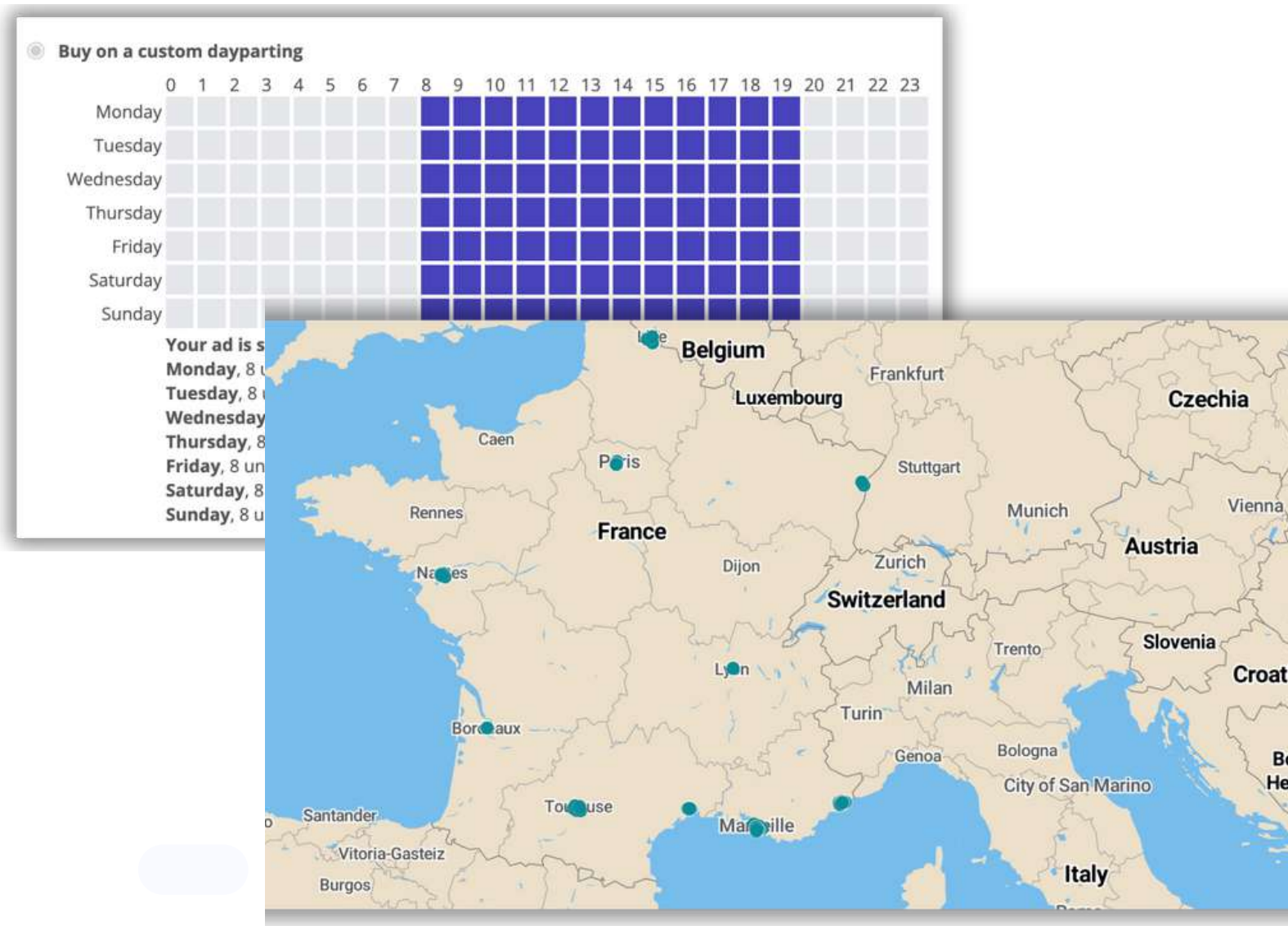
Venue types





## STRATEGY

# Targeting the top 10 French cities during rush hour



## Targeting & Optimizations

### Real-time optimization

- Between 8am and 8pm

### Targeting

- In the top 10 French cities
- Only malls located less than 8 km from the centre
- And the most strategic urban panels

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### RESULTS

# Gain greater insight into future usage thanks to precise real-time optimisation and relevant geographic targeting.

The mobile programmatic survey sent via Happydemics gathered 458 respondents. These survey highlighted an increased consideration for the brand Scalapay in a futur use of payment for a purchase. This survey also allows us to see a real gain in acknowledgement thanks to the exposure and the recognition.



**233**

Screens



**1.5 M**

Impressions



**+56 pts**

Uplift in  
acknowledgement



**+23pts**

Uplift in  
consideration

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