



DOOH & Mobile: Displayce and Locala Elevate Successful Cross-Channel Campaigns in Extended Partnership

Bordeaux, France - 02/05/2024 - Displayce, the European DSP specialising in programmatic DOOH, and Locala, the leader in multi-location advertising, reaffirm their partnership following significant campaign success to offer advertisers a seamless solution for DOOH activation combined with mobile ad placements.

Integrated solutions for targeted audience engagement

Displayce customers can now enhance their DOOH campaigns by seamlessly incorporating mobile activation. This integration enables advertisers to precisely target individuals passing DOOH ads, creating a dynamic and impactful synergy between the two media. According to a 2022 study by GroupM, mobile-integrated DOOH campaigns were 40% more effective at driving brand awareness and 20% more effective at driving purchase intent

This advanced capability offers exceptional flexibility and value to Displayce customers, enabling them to easily combine DOOH with mobile channels.

Laure Malergue, CEO and co-founder of Displayce, is enthusiastic about the partnership: *"We are delighted to extend our partnership with Locala, offering our customers enhanced capabilities for activation and impact on DOOH campaigns combined with mobile ad placements. We have seen compelling results with our customers, enabling them to reach their target audience more effectively."*

Improving DOOH campaigns with mobile retargeting

Christophe Collet, CEO of Locala, also shares his enthusiasm: *"This partnership has enabled us to offer our customers a new way of reaching their target audience. Combining our expertise in local activation with Displayce's expertise in DOOH activation creates a truly integrated solution for our customers."*

Recognizing the inherent complementarity of DOOH and mobile as an advertising medium, this partnership amplifies the reach and creative impact of Out Of Home advertising while leveraging the interactivity, targeting and measurement capabilities of mobile advertising.

Combining the reach of OOH with the personalised engagement of mobile is proving to be an effective strategy in increasing brand awareness and attention.

Maroua Clergeon, offline media buyer at Values Media, the agency in charge of the Louvre Hotel Group account, testifies to the success of this integrated approach: *"We used Displayce to run a campaign combining mobile advertising and DOOH to increase awareness of Campanile hotel offers among a leisure and professional upper socio-professional category target group, unfamiliar with the brand. By marking out the target's route via DOOH panels in and around strategic business locations (transport, offices, petrol stations) and via the activation of mobile retargeting, we saw a 58% increase in the campaign's reach. We were able to reach our target audience with a personalised message, delivering excellent results."*

**All the data collected and used as part of these digital marketing operations complies with the GDPR regulations in force in Europe.*

About Displayce

DISPLAYCE is the pioneering French platform dedicated to optimizing the purchase, impact and quality of digital out-of-home (DOOH) advertising campaigns. This expert programmatic platform gives media agencies and brands a one-click access to a vast inventory of digital screens - over 1,000,000 in 70 countries. This proprietary artificial intelligence-based technology provides automated real-time panel-based buying, differentiated and cookieless targeting capabilities, optimal campaign impact and broadcast quality measurement.

Founded in 2014 and based in Bordeaux, DISPLAYCE has over 40 experts, with offices in France, Spain, the UK and the Netherlands.

Since July 2022, JCDecaux has taken a majority stake in the structure and this alliance will give Displayce the means to accelerate its development.

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About Locala

Locala is an omnichannel advertising platform that leverages consumer insights and AI machine learning to help marketers effectively plan, buy and measure multi-local campaigns on a global scale.

We are a global tech company, operating in 40 countries, and have been a leader in the programmatic space for over 11 years. Our services and partnerships with some of the world's leading brands have earned us numerous awards and accreditations.

Locala offers a 360-degree solution - helping brands understand their audience at a hyperlocal level while formulating and executing customized media strategies designed to deliver the highest performance and ROAS in commerce.

We provide in-depth performance and brand insights for better-informed, more actionable marketing and sales decisions.

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