

Displayce unveils Pulse : predictive optimisation to identify Prime Time screens and multiply impressions

Bordeaux, 11 September 2025 – Displayce, the pioneering specialist technology suite for Out-of-Home, launches Pulse, a predictive optimisation engine that dynamically adjusts DOOH campaigns by detecting “Prime Time” screens: those located in areas where a surge in footfall is anticipated, providing the ideal context for delivering a message. By analysing screens’ audience histories and the impact of nearby events, Pulse forecasts these exceptional increases in traffic to pinpoint new opportunities for reach and impressions, for the same budget. The most strategic screens are activated in real time, where audience levels are predicted to be highest. With Pulse, Displayce reaffirms its commitment to making DOOH a performance driver and to delivering on the promise of programmatic: serving ads in the best place, at the most opportune moment and at the right price.



La Défense, Paris

Detecting Prime Time screens to unlock additional impressions

Traditional DOOH impressions are based on robust, certified statistical averages. With Pulse, Displayce introduces a new, intelligent dimension: predicting event-driven variations in footfall to maximise the reach of a media plan.

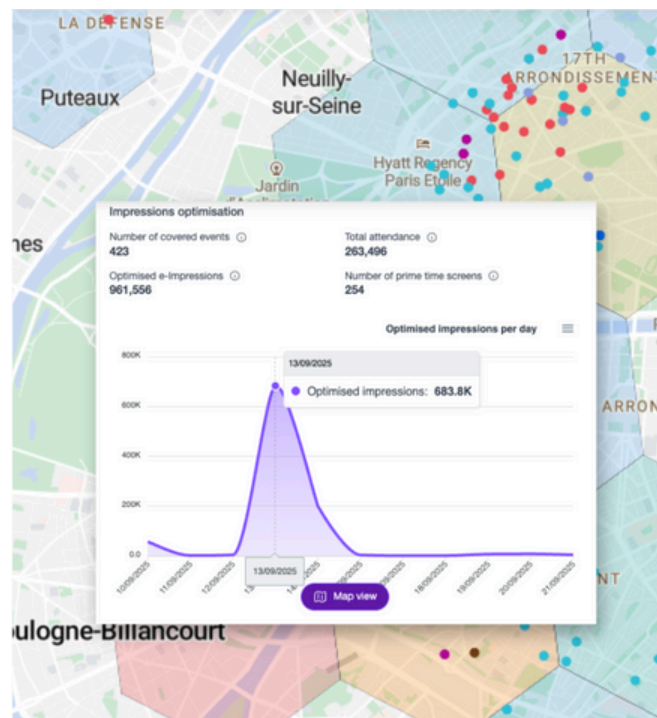
Using event data from PredictHQ, Pulse identifies local and national events (concerts, matches, conferences, festivals, etc.) and anticipates the moments and locations where footfall - and therefore impression volume - will peak, which are typically under-estimated in forecasts.

It then maps these footfall peaks to the DOOH screens within the area, identifying them as Prime Time screens that offer the best conditions to generate attention.

Pulse compares these forecasts with usual impression levels, revealing untapped impressions, viewing opportunities that would not be spotted through conventional planning.

A heatmap calendar instantly highlights high-footfall days and locations and enables Prime Time screens to be activated. Delivery and budget are reallocated in real time to these high-impact areas and slots, with no additional cost. Pulse gives DOOH the power of programmatic: the ability to activate and reallocate in real time, at scale, where every impression truly counts.

The result: across more than 600 campaign line items analysed, Pulse generated a median increase of 28.5% in impressions for the same budget. A step-change in efficiency that redefines the value of programmatic DOOH.



The Pulse predictive optimisation engine is particularly well-suited to campaigns delivered across an inventory of at least 100 screens and over several days, in order to benefit from a sufficiently large optimisation pool. Its effectiveness is not dependent on the amount invested: results can be significant for national campaigns as well as smaller-scale local activations. Pulse enhances the power of media owners' certified inventories by surfacing contextual opportunities that averages fail to capture.

A high-performing, intelligent OOH suite designed to optimise the entire DOOH journey

Since 2014, Displayce has brought its pioneering Out-of-Home expertise to brands and agencies with a technology suite built to optimise campaign performance. Purpose-built for programmatic Digital Out-of-Home, it combines precise targeting, flexible buying, real-time delivery optimisation and creative adaptation, integrating AI at every stage, from planning to performance analysis. Displayce's media buying platform creates smart, relevant media plans that amplify campaign reach and impact. With Pulse, the specialist suite adds the power of prediction to an ecosystem fully dedicated to DOOH.

"Pulse embodies our vision for programmatic DOOH: providing brands with solutions that dynamically optimise campaign performance. As a pioneer and specialist in Digital Out-of-Home, we launched CampaignAI a year ago, the first integration of generative AI within a specialist media buying platform. Today, with Pulse, we are the first to forecast DOOH impression peaks linked to event-driven footfall. This predictive dimension gives brands the ability to activate more intelligently, adapt faster to audience variations and invest where every impression truly counts: in the right place, at the right moment and at the best price," said **Laure Malergue, CEO and founder of Displayce.**

About Displayce

Displayce is a pioneering specialist technology suite for Out-of-Home, designed to meet the needs of brands and media owners worldwide. Through its media platform (Demand-Side Platform), Displayce connects advertisers and agencies to over 1,600,000 digital outdoor assets across 80 countries, offering the world's largest DOOH inventory and enabling contextual, cookieless and impactful Out-of-Home campaigns. Its data platform (Data Management Platform) centralises, models and activates first- and second-party data linked to media owners' OOH inventory to build relevant, high-performing proposals for brands. Founded in 2014 in Bordeaux, Displayce has a physical presence in eight countries (France, Spain, the United Kingdom, Belgium, Germany, Italy, Brazil and the United Arab Emirates). Since July 2022, JCDecaux has held a majority stake in the structure.

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