



JCD Digital Carrefour

Automated digital OOH planning to increase campaign results

JCDecaux Retail

CASE: IGLO Frozen ready to eat meals

Iglo increased sales uplifts thanks to automated planning optimization

- Planning optimization:
 - Increased share of voice at timeslots when buying of ready to eat meals rises, according to Carrefour sales figures.
- The results:
 - **+14%** more uplift in turnover than total category
 - **+17%** more buyers uplift than total category



AUTOMATED DOOH PLANNING – WHAT IS IT?

A smart solution using the power of **data and algorithms** to **automatically** build the best campaign fitting to the **clients briefing**.



RANGE from 1 to many more days



PATTERN Daypart, hours from/to, weekdays, weekends,..



SHARE OF TIME Standard or custom



LOCATION Region, City, Store



PROXIMITY Pre-set POI – inclusion or exclusion



RATING Campaign optimization based on Carrefour data: Lifestyle, Life stage or Product category

The data linked to the Digital Carrefour network



400 MM

CASHIER TICKETS LINES



Carrefour



LOYALTY CARDS & CARREFOUR DATA

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35 PRODUCT CATEGORIES (TICKET DATA)

8 LIFESTAGE (DECLARATIVE)



7 LIFESTYLE (BEHAVIOURAL)



Campaign distribution (SOT/hour) vary to cover the target in an optimal way.

A person wearing a light-colored striped long-sleeved shirt and a brown apron is holding a single red apple in their right hand. They are standing in a grocery store aisle, with green plastic crates filled with various fruits like apples and peaches visible in the background. The scene is brightly lit, and the focus is on the person's hand and the apple they are holding.

**Want to experience the uplifts of
automated DOOH planning too?**

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Contact us: info@jcdecaux.be