



tijd!  
online shopping  
Carrefour.eu  
BOE JE BOODSCHAPPEN ONLINE!

JCDecaux

MAGNUM RUBY  
FROSTENDE ROLLA'S ERSTTE  
#BIJ CARREFOUR

1+1

MAGNUM

Drogenbos

9:00 - 20:00  
9:00 - 21:00

www.carrefour.nl

**THE IMPACT OF  
DIGITAL CARREFOUR**

ANALYSIS CAMPAIGNS  
2016 – 2019

JCDecaux Retail

186  
campaigns tested



63  
different advertisers

99  
different brands



Source: JCDecaux Digital Carrefour post-buy analysis 2016 – 2019



## **SALES UPLIFT**

BASED ON TURNOVER



## **EXTRA BUYERS**

BASED ON NUMBER OF BUYERS



## **BUYING INTENSITY**

BASED ON BOUGHT QUANTITY

RESULTS ARE REPORTED IN **AVERAGE GROWTH PERCENTAGES**  
BASED ON EVOLUTION INDICES DURING CAMPAIGN COMPARED TO THE **AVERAGE OF 4 WEEKS PRIOR** TO THE CAMPAIGN

AVERAGES ARE BASED ON ALL CAMPAIGNS OVER THE **PERIOD 2016 - 2019**

# Sales impact of Digital Carrefour campaigns

Based on all campaigns tested between 2016-2019

SALES UPLIFT



+ 39%

Non-equipped: +33%

EXTRA BUYERS



+ 60%

Non-equipped: +50%

BUYING INTENSITY



+ 65%

Non-equipped: +55%

Source: JCDecaux Digital Carrefour post-buy analysis 2016 – 2019

# Impact of a promotion in the Digital Carrefour campaign

Campaigns with promotion on screen vs. campaigns without promotion on screen



Source: JCDecaux Digital Carrefour post-buy analysis 2016 – 2019



# Bienvenue Welkom

JCDecaux

2019...  
Oogst de perfectie!



Carrefour

Bienvenue

Lunch - Samedi: 9:00 - 20:00

Vendredi: 9:00 - 21:00

Welkom

Maandag - Zaterdag: 9:00 - 20:00

Vrijdag: 9:00 - 21:00

Berchem-  
Sainte-Agathe  
Sint-Agatha-  
Berchem

du lundi au samedi

van maandag tot zaterdag

9:00 - 20:00

vendredi - vrijdag

9:00 - 21:00

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JCDecaux Retail