



# THE IMPACT OF A DIGITAL CAMPAIGN

ANALYSIS OF ALMOST 150 TESTED CAMPAIGNS

**JCDecaux** Retail

146 campaigns tested



45

different advertisers

68

different brands

429

products types



# Which results are available in the analysis?



## SALES UPLIFT

Based on turnover



## EXTRA BUYERS

Based on number of buyers



## BUYING INTENSITY

Based on quantity bought

RESULTS ARE REPORTED IN **GROWTH PERCENTAGES**

BASED ON EVOLUTION INDICES DURING CAMPAIGN COMPARED TO THE **AVERAGE OF 4 WEEKS PRIOR** TO THE CAMPAIGN

SALES UPLIFT



**+ 40%**

ADVERTISED PRODUCT

EXTRA BUYERS



**+ 59%**

ADVERTISED PRODUCT

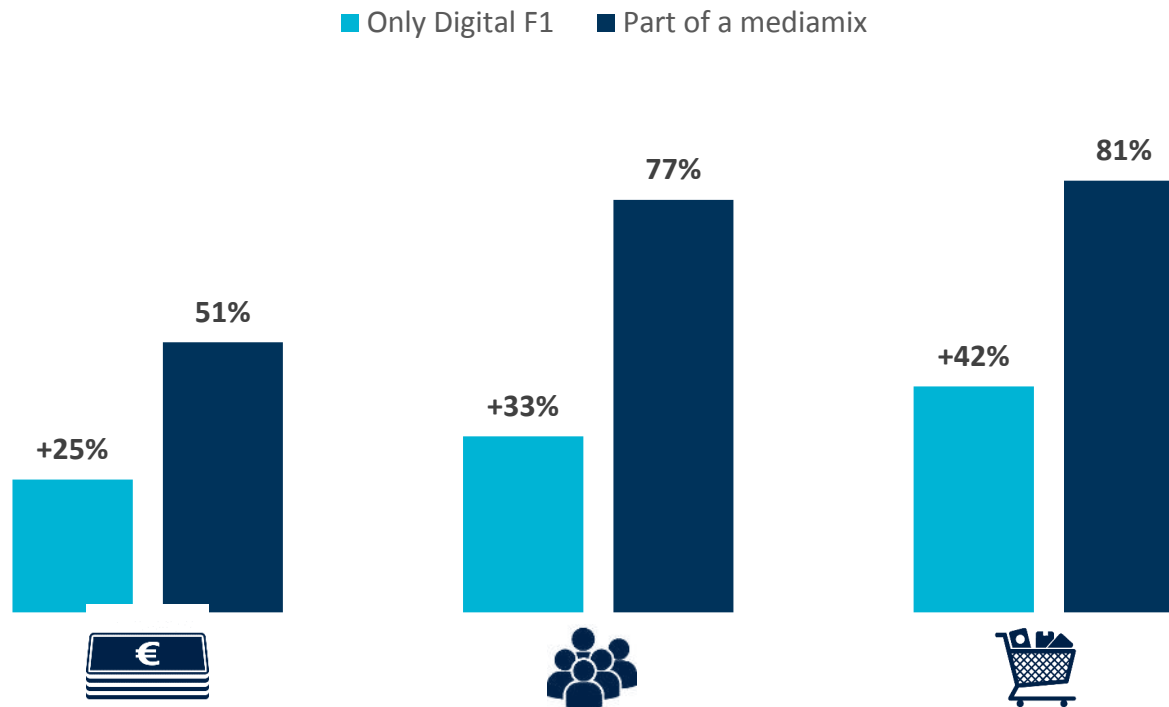
BUYING INTENSITY



**+ 64%**

ADVERTISED PRODUCT

Source: JCDecaux Digital Carrefour post-buy analysis March 2016 – December 2017 – 146 campaigns - 68 brands



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# More information?

Contact us via: [info@jcdecaux.be](mailto:info@jcdecaux.be)

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