

## Generative AI and DOOH: Displayce becomes the first advertising platform to use generative AI to create personalised DOOH strategies



**France, 9 September 2024 - Displayce, the European leader in programmatic digital out-of-home (DOOH) advertising, marks a new milestone by becoming the first specialised platform to integrate generative artificial intelligence for recommending personalised DOOH strategies. After a year of research and development, Displayce is launching CampaignAI, an intelligent assistant designed to transform how advertisers and agencies design their DOOH campaigns.**

As artificial intelligence tools experience exponential adoption, with global productivity gains estimated at \$4.4 billion, advertising agencies rank generative AI among the top four most attractive topics for 2024. Displayce, already a pioneer in using AI for optimising DOOH buys, is taking a new step by integrating generative AI into its programmatic platform, becoming the first to offer such an innovation in this field.

CampaignAI not only simplifies the creation of DOOH campaigns but revolutionises the process by analysing client briefs to generate personalised strategies perfectly aligned with marketing objectives and target audiences. Thanks to this innovation, each campaign benefits from unparalleled precision, relying on personalised and data-driven scenarios. This approach not only improves efficiency but also maximises the impact of advertising campaigns. Platform users are thus free to choose the most relevant recommendation, allowing them to script media plans that reach the audience in the most pertinent contexts – based on location, time of day, and surrounding activities.

*“Integrating generative AI into DOOH presents complex challenges, such as managing AI hallucinations that may generate unrealistic strategies and adapting to the specifics of DOOH, including environment, timing, and context of delivery. With my team, we have*

*addressed these challenges by combining the latest advancements in Retrieval-Augmented Generation (RAG), fine-tuning existing models, and our knowledge base accumulated from thousands of DOOH campaigns. Thanks to advanced evaluation algorithms, only the most relevant strategies are selected. CampaignAI is the first component of a suite of AI tools that we plan to enrich to further integrate media, creative, advertiser, and targeting data specifics.*” explains **Hayssam Soueidan, Chief Technology Officer of Displayce.**

Designed for both advertisers and more experienced media agencies, CampaignAI addresses issues such as: *“I want to promote a new bike brand in France”* or *“What is the best media plan for a watch brand during Black Friday?”* Identifying new creative avenues, data sources, targeting, or digital screens is now possible in just a few clicks. With this new solution, the time to create a DOOH campaign is significantly reduced, allowing advertisers and media agencies to focus on strategic vision and client engagement while letting CampaignAI inspire them with personalised, original, and effective strategies.

*“CampaignAI is the result of a year of research and development, during which we meticulously analysed numerous briefs and strategies. We found that recommendations often focus on the same panels and audiences, as the volume of audience segments and available panels makes exploration challenging for a human. That’s why CampaignAI stands out by automating these processes while requesting more detailed briefs on campaign objectives in natural language. This approach not only makes DOOH more accessible but also ensures advertising strategies make better use of the vast amount of data now available programmatically for this medium. We are proud to be the first to offer such a solution, paving the way for a new era in digital out-of-home advertising.”* says **Laure Malergue, CEO and Co-founder of Displayce.**

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#### **About Displayce**

Displayce is the pioneering European platform dedicated to optimising the purchase, impact and quality of advertising campaigns on digital out-of-home media. This specialist programmatic platform gives media agencies and brands one-click access to a vast inventory of digital screens - more than 1,000,000 in 80 countries. This proprietary technology based on artificial intelligence 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 nearly 50 experts, with offices in France, Spain, the United Kingdom, Belgium and Brazil. Since July 2022, JCDecaux has taken a majority stake in the structure and this alliance will give Displayce the means to accelerate its development. [www.displayce.com](http://www.displayce.com)

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