

Displayce opens 4 new offices and launches technological innovations in 2024

London, December 19, 2024 — Displayce, the leading European platform for programmatic buying in digital out-of-home (DOOH) advertising, continues its growth in 2024. With the opening of four new offices worldwide and major technological advancements, Displayce strengthens its position as a pioneer and reaffirms its ambition to become the global leader in programmatic DOOH.

Expanded international presence and strengthened teams

Over the past year, the company has opened **four new offices** — in the United Kingdom, Belgium, Italy, and Brazil — bringing the **total number of countries where it operates to six**. In France, a new office in Paris complements the headquarters in Bordeaux. These expansions were accompanied by new hires to lead growth in each country, increasing the total workforce to **50 employees**.

Surge in demand for Programmatic DOOH and enhanced inventory

Displayce has played a key role in promoting programmatic DOOH, successfully convincing new advertisers and trading desks to integrate this channel into their media plans. This led to **a 70% increase in the number of campaigns realized** this year and an expanded client base now totaling **800**. Key sectors include **travel, banking and insurance, and fashion**. Additionally, **85% of the campaigns were activated via trading desks**, illustrating the growing adoption of this format.

To ensure global, high-quality coverage, Displayce enriched its inventory with **140 new DOOH media owners**. These include premium media owners like **JCDecaux in Mexico and Colombia, Clear Channel in Poland and Denmark**, and more tactical networks in key markets such as **Mediamond and Ocean Outdoor Germany**. The DSP also expanded its network of SSPs (Supply Side Platforms) with the integration of Germany's **Ströer** and the U.S.-based **Place Exchange**, bringing the total number of connected SSPs to **eight**. With over **1.2 million screens across 80 countries from 500 media owners**, Displayce provides instant access to a first-class global inventory.

Continuous innovation for more targeted and impactful campaigns

With the launch of **CampaignAI**, Displayce became **the first DOOH DSP to integrate generative artificial intelligence** into its platform. This smart assistant transforms the way DOOH campaigns are designed by analyzing client briefs and generating personalized strategies perfectly aligned with marketing goals and targeted audiences. Additionally, Displayce integrated new data partners such as **Cirium**, which provides real-time flight data, and **Echo Analytics**, which activates DOOH screens around points of interest and points of sale.

"I am very proud of Displayce's achievements this year. Our strong growth, supported by significant technological innovations, underscores our role as a pioneer in programmatic DOOH. By integrating strategic data, constantly expanding our inventory, and launching CampaignAI, we are not just responding to our clients' needs — we are anticipating them with innovative solutions. This year was also marked by industry recognition, with a Wires Award in the UK and two Cas d'Or DOOH awards in France, where we were also named DOOH Personalities of the Year by Ratecard Stars. Additionally, we were doubly awarded at



the Adtech Awards by Minted. The future looks bright, and we will continue to establish Displayce as a global leader in out-of-home, a medium undergoing significant transformation,” said Laure Malergue, CEO and co-founder of Displayce.

About Displayce

Displayce is the pioneering European platform dedicated to optimizing the purchase, impact, and quality of advertising campaigns on digital out-of-home (DOOH) media. This specialist programmatic platform allows media agencies and brands to access a vast inventory of over 1.2 million digital screens in 80 countries with a single click. Its proprietary technology, powered by artificial intelligence, enables automated panel-by-panel buying in real time, differentiated and cookieless targeting capabilities, optimal campaign impact, and quality measurement. Founded in 2014 and headquartered in Bordeaux, Displayce now employs 50 experts, with offices in France, Spain, the UK, Belgium, Brazil, and Italy. Since July 2022, JCDecaux has held a majority stake in the company, supporting its accelerated development. www.displayce.com

Press Contact

Lou-Ann Heckel, PR Manager

Email : lou-ann.heckel@displayce.com

Site Web : www.displayce.com