

Success story

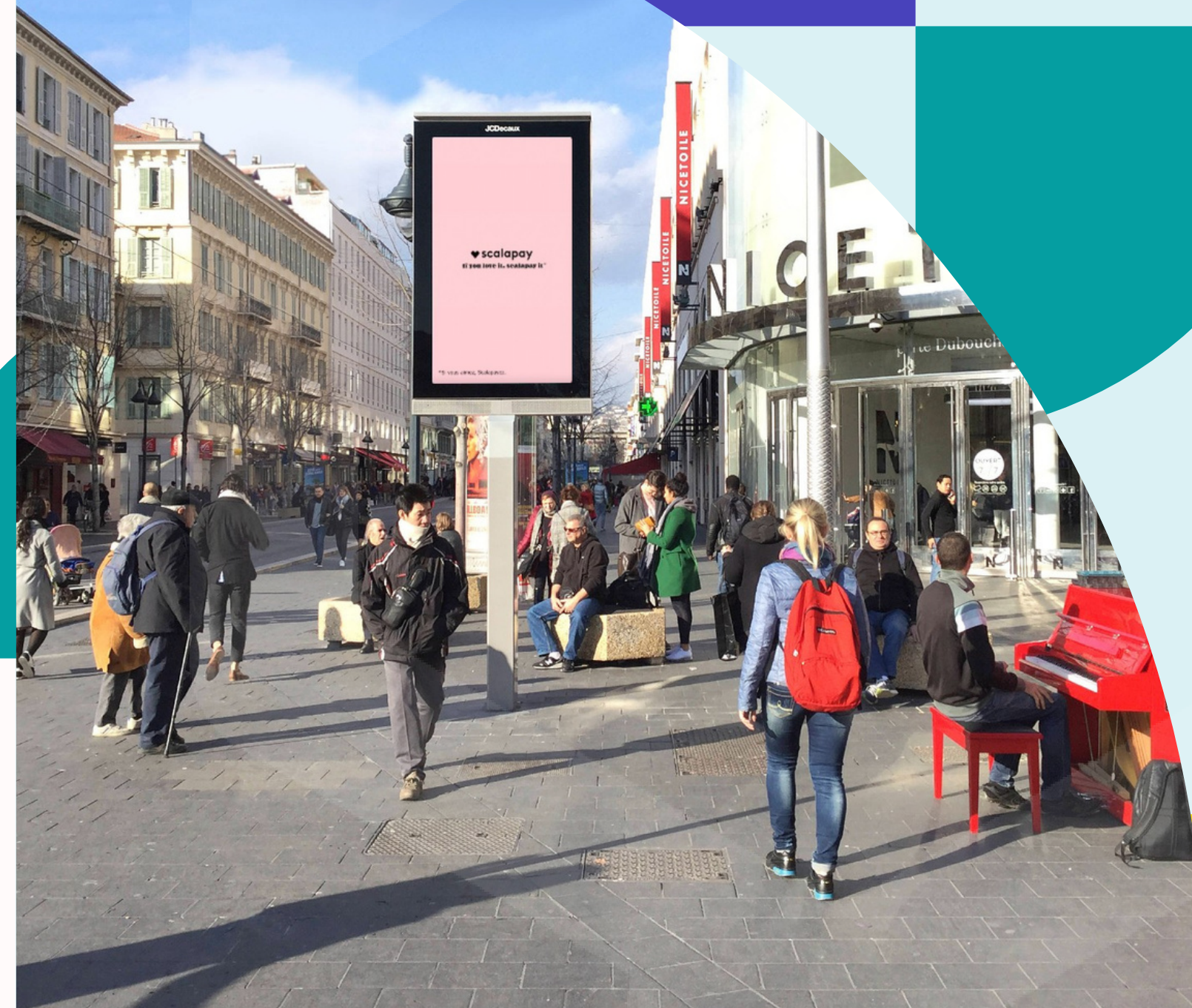


Improve awareness around Scalapay as a new form of payment

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CONTEXT

Improve awareness around Scalapay as a new form of payment

Use programmatic DOOH to promote Scalapay and its innovative form of payment in relevant French cities for maximum impact over a month and a half.



STRATEGY

- **Period:** January, February - 2022
- **Precise geographic targeting, real-time optimisation** and deployment of **multiple creatives**
- **Custom dayparting:** Between 8am and 8pm
- **Location:** Top 10 French cities
- **Screen types:** Urban panels and malls



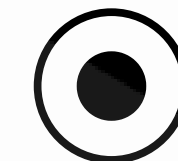
2

Media owners



233

Screens



203

Locations



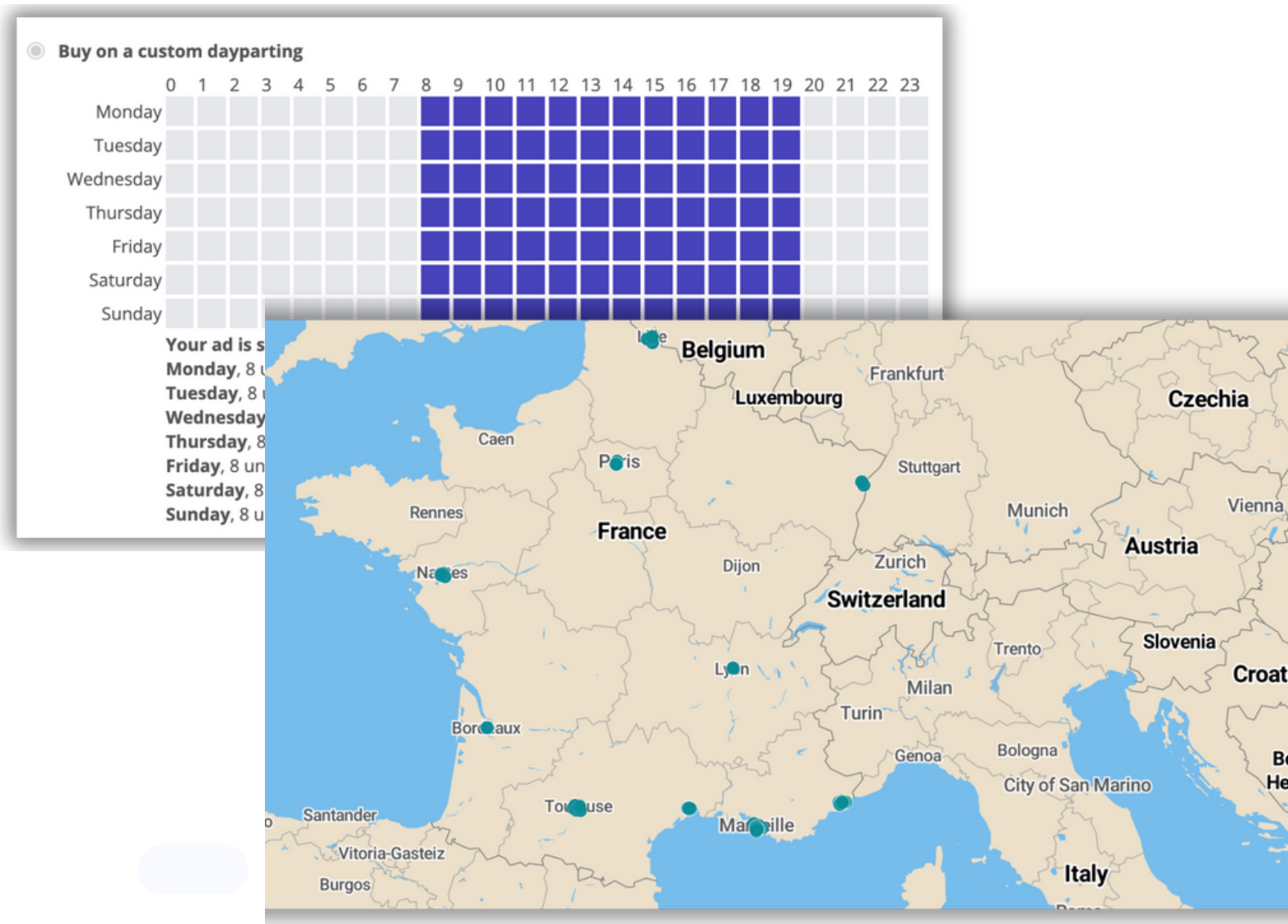
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Venue types



STRATEGY

Targeting the top 10 French cities during rush hour



Targeting & Optimizations

Real-time optimization

- Between 8am and 8pm

Targeting

- In the top 10 French cities
- Only malls located less than 8 km from the centre
- And the most strategic urban panels

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RESULTS

Gain greater insight into future usage thanks to precise real-time optimisation and relevant geographic targeting.

The mobile programmatic survey sent via Happydemics gathered 458 respondents. These survey highlighted an increased consideration for the brand Scalapay in a futur use of payment for a purchase. This survey also allows us to see a real gain in acknowledgement thanks to the exposure and the recognition.



233

Screens



1.5 M

Impressions



+56 pts

Uplift in
acknowledgement



+23pts

Uplift in
consideration

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