

Displayce recruits Melissa Desfontaines to accelerate the adoption of programmatic DOOH in high-growth markets

Dubai, January 15, 2025 - **Displayce, Europe's leading platform for programmatic buying in out-of-home advertising, is taking another step in its global expansion and announces the appointment of Melissa Desfontaines as International Sales Manager. Based in Dubai, she will be responsible for driving the growth of programmatic DOOH in high-potential markets and in those recently opened up to programmatic.**

Founded 10 years ago, Displayce is a programmatic buying platform specialising in digital out-of-home (DOOH) advertising. Displayce connects advertisers and media agencies to over 1.2 million digital billboards across 80 countries. A pioneer in programmatic DOOH in Europe, Displayce operates offices in key locations like Bordeaux, London, Madrid, Brussels, Sao Paulo and Milan, supporting the development and expansion of the global programmatic DOOH market. Since July 2022, JCDecaux has held a majority stake in the company, supporting its accelerated development.

In 2024, Displayce opened four new offices, bringing its presence to six countries. Building on this momentum, the company continues its expansion to strengthen its global presence, with a particular focus on emerging programmatic DOOH markets, such as the Middle East and North Africa (MENA) region and Northern Europe, where it already has a strong foothold with more than 45 media owners. Displayce is thus hiring Melissa Desfontaines to drive the adoption of this media among local players and promote the platform in these regions.



MELISSA DESFONTAINES APPOINTED INTERNATIONAL SALES MANAGER TO ACCELERATE THE DEVELOPMENT OF EMERGING PROGRAMMATIC DOOH MARKETS

With 10 years of experience in the advertising industry, gained at Adyoulike, Xandr and Amazon Ads, Melissa Desfontaines is taking on the responsibility of developing markets newly opened to programmatic DOOH, such as the MENA region and Northern Europe. Her mission is to accelerate the deployment of this media in countries that have not yet fully exploited its potential. As International Sales Manager, she is responsible for promoting programmatic DOOH to advertisers and agencies, identifying new opportunities and establishing local partnerships. Operating from Dubai, a strategic hub, her role will be to facilitate business development,

stimulate local collaborations and seize the opportunities offered by these evolving markets.

"I am delighted to join Displayce to contribute to the growth of programmatic DOOH in these markets. My goal is to support agencies and advertisers in adopting this medium and to



*actively participate in the development and expansion of Displayce in these regions" says **Melissa Desfontaines**.*

*"The development of our activities in these countries represents an important step in our international expansion. Thanks to Melissa's expertise and local anchorage, we are confident that Displayce will be able to strengthen its position and meet the specific expectations of brands in these regions" adds **Rémi Boudard, VP Sales at 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

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