



LOCATION MATTERS

KEY TAKEOUTS 28 APRIL 2022

Location Matters.

If you're interested in how to apply the concepts from the webinar, here's your checklist

> **The Problem**

Award-winning analyst Ian Whittaker's report calculated £47bn worth of lost shareholder value due to unoptimised media spend over the last few years. How efficient is your spend?

> **The Solution**

Location-based advertising. A trending specialism, growing at a rate of 18% CAGR and \$82bn in the next three years.

> **Why Location Matters**

Adding location at a postcode level to your customer profiles helps you target and measure more accurately, allowing you to optimise your spend.

Location Matters.

If you're interested in how to apply the concepts from the webinar, get in touch and here's the checklist we'll chat through

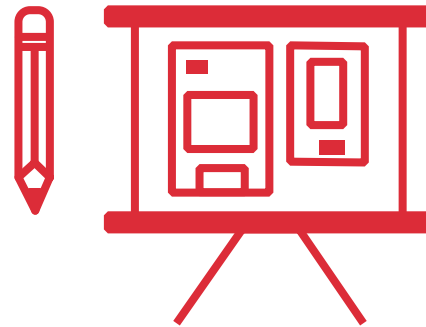
Questions to ask	Adding Location to your campaign planning	Exploring the application of Location in your creative	Latest measurement techniques for Out-of-Home
Who's your target customer	✓	✓	✓
What are your business challenges for 2022	✓	✓	✓
What are your advertising objectives	✓	✓	✓
What are your key KPIs for advertising across awareness/consideration/conversion	✓	✓	✓
Do you have existing creative		✓	
How do you normally plan a test and learn campaign in your organisation		✓	
What's your current measurement programme across channels, e.g. brand tracking, digital dashboards etc			✓
Where do you feel the gaps are in your measurement of different marketing channels			✓

Get in touch.

How we can help



PLANNING WITH DATA



CREATIVE BEST PRACTICE
AND TESTING TOOLS



ADVICE ON MEASUREMENT
BEST PRACTICES

Planning with data.

To understand how and why Location Matters and/or to optimise your location media ensuring you reach the right people, in the right place at the right time we have an array of tools and data sets within our DATA STACK

> **CTA:** speak to your JCDecaux representative who can help and advise on unlocking this location data for your brand

adsquare

 Airport Audience Measurement
By JCDecaux

dunnhumby

 experian.

 route
outdoor media analytics

YouGov[®]

qluo



Creative Testing.

We know from our Mediatel MRA award-winning study The Moments of Truth context really does work. If you want to replicate what Hyperoptic did to understand why you should use location-based messaging on your creative – get in touch as we have creative best practices and a number of creative testing tools at your disposal

> **CTA:** pick this up with your JCDecaux representative to find out more

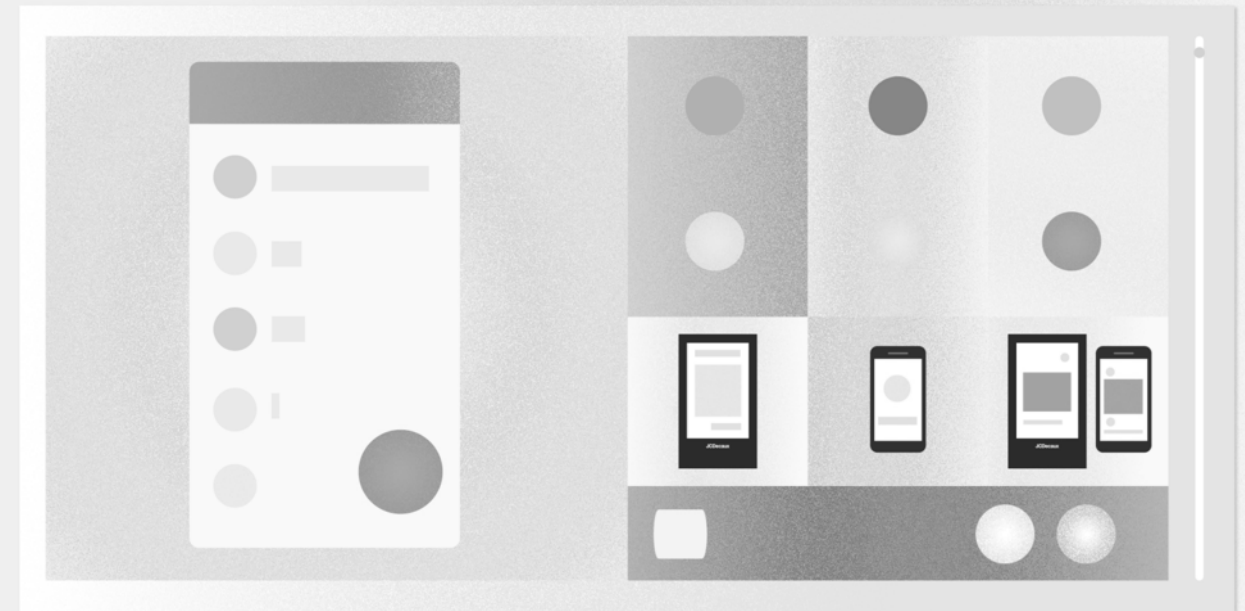
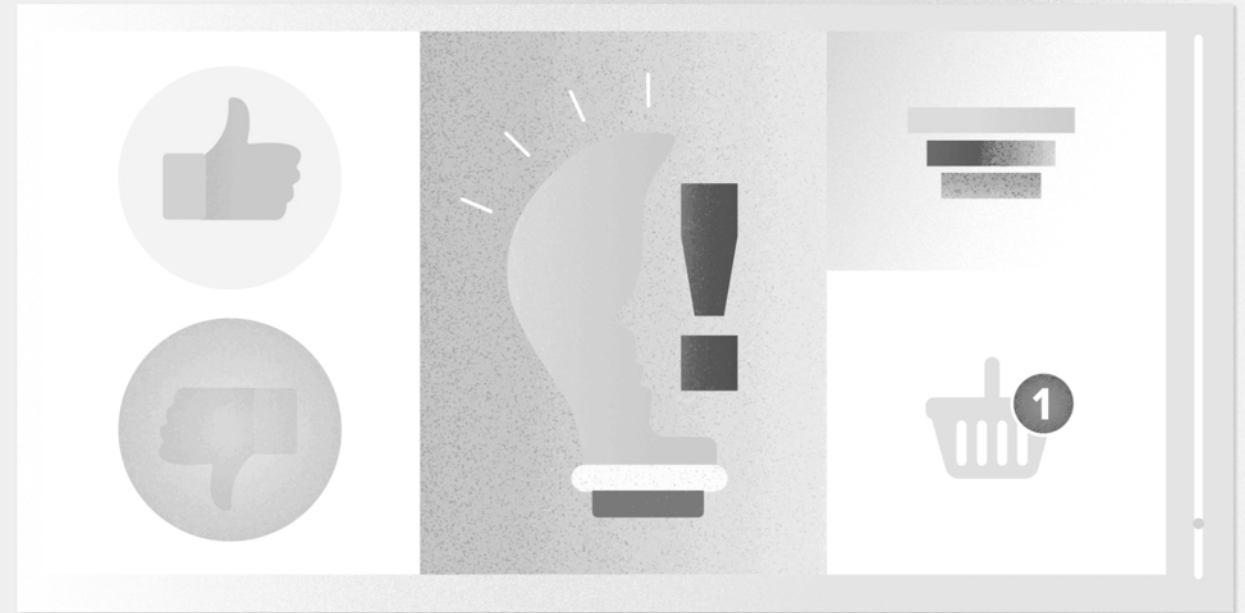
LUMEN



Measurement advice.

If you want advice on evaluating a DOOH activation, we have a variety of test and learn methodologies and best practices that can be discussed depending on your advertising objectives.

> **CTA:** to discuss this in more detail and what this could look like speak directly to the JCDecaux Data Solutions team who can offer an expert and consultative learning approach to robust location measurement



Summary.

➤ **A Fast-Growing Market**

Location-based advertising is a trending specialism, growing at a rate of 18% CAGR and \$82bn in the next three years.

➤ **Why Location Matters**

Adding location at a postcode level to your customer profiles helps you target and measure more accurately, useful in the cookieless future.

➤ **Location Works**

Hyperoptic tested 16% higher consideration and an additional 10% when location was included in planning and creative.