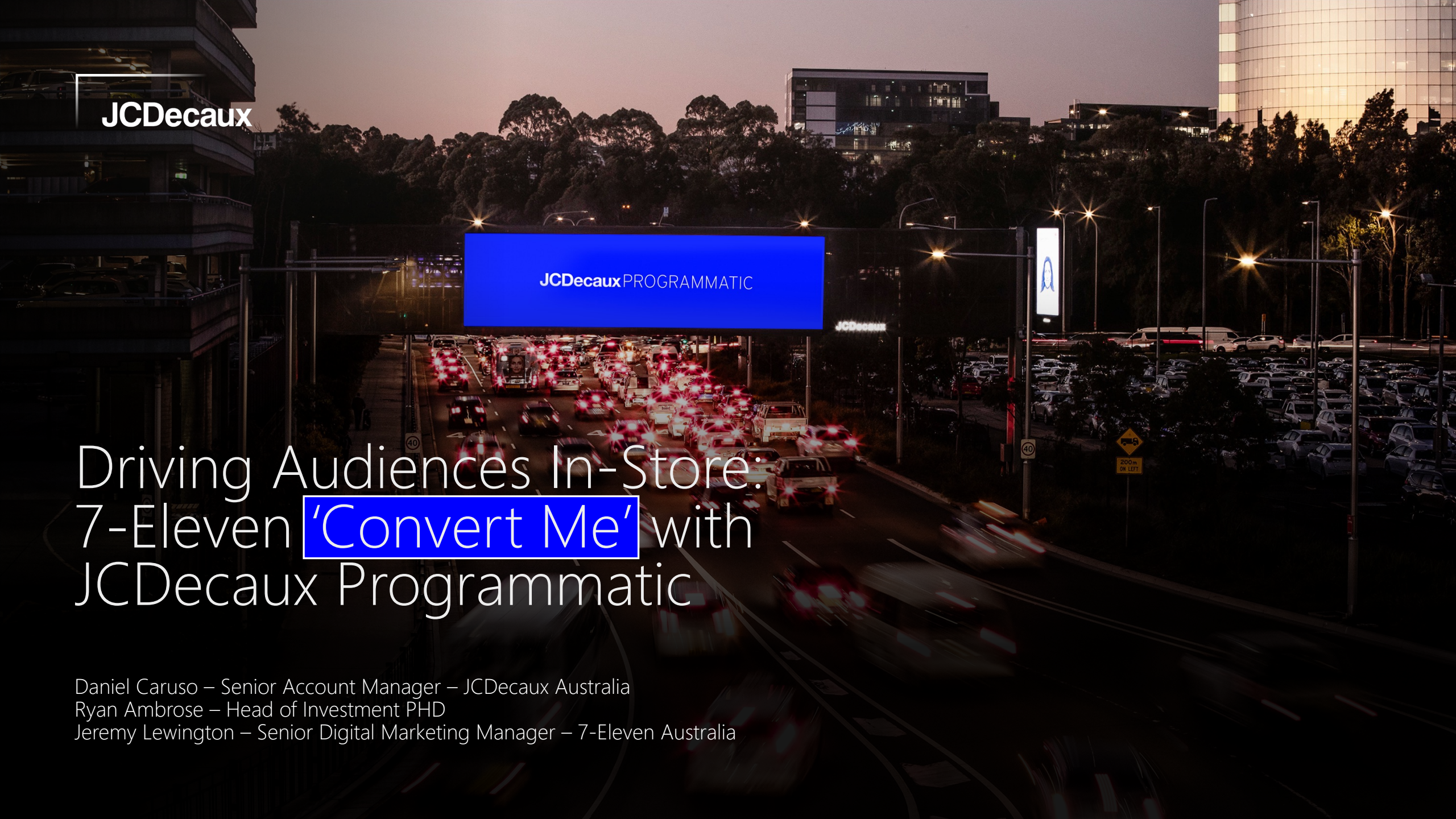




JCDecaux

JCDecaux PROGRAMMATIC

Driving Audiences In-Store: 7-Eleven 'Convert Me' with JCDecaux Programmatic

Daniel Caruso – Senior Account Manager – JCDecaux Australia
Ryan Ambrose – Head of Investment PHD
Jeremy Lewington – Senior Digital Marketing Manager – 7-Eleven Australia

Programmatic and Direct IO campaign variables

Transaction method decisions depend on the importance of the campaign variables.
Sometimes it makes sense to do both and run a hybrid campaign.

← Scale of importance to reach the campaign objectives →

Flexibility

Granular audience
targeting

Measurement /
attribution

MOVE R&F

Time targeting

Specific
geolocations

Longevity in
market

Campaign
verification

POPS or
photography

Specific SOT
required

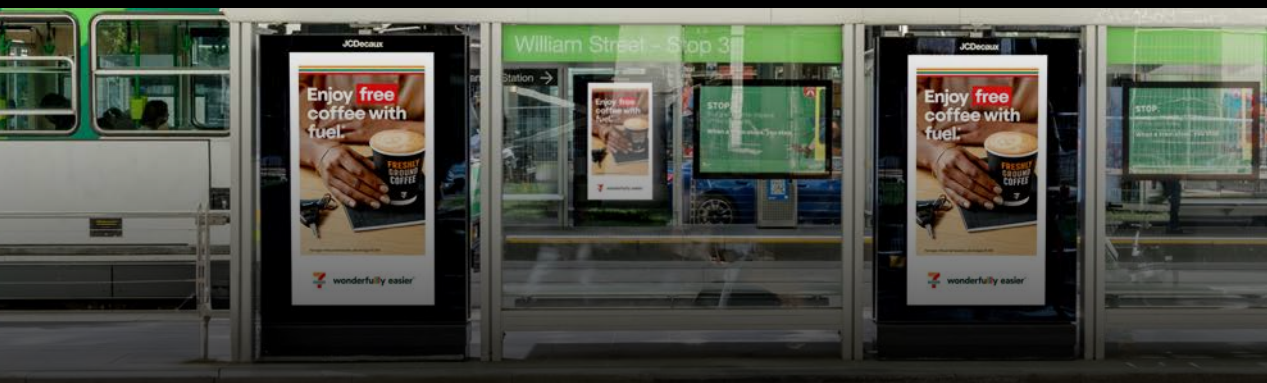
Broadcast
awareness

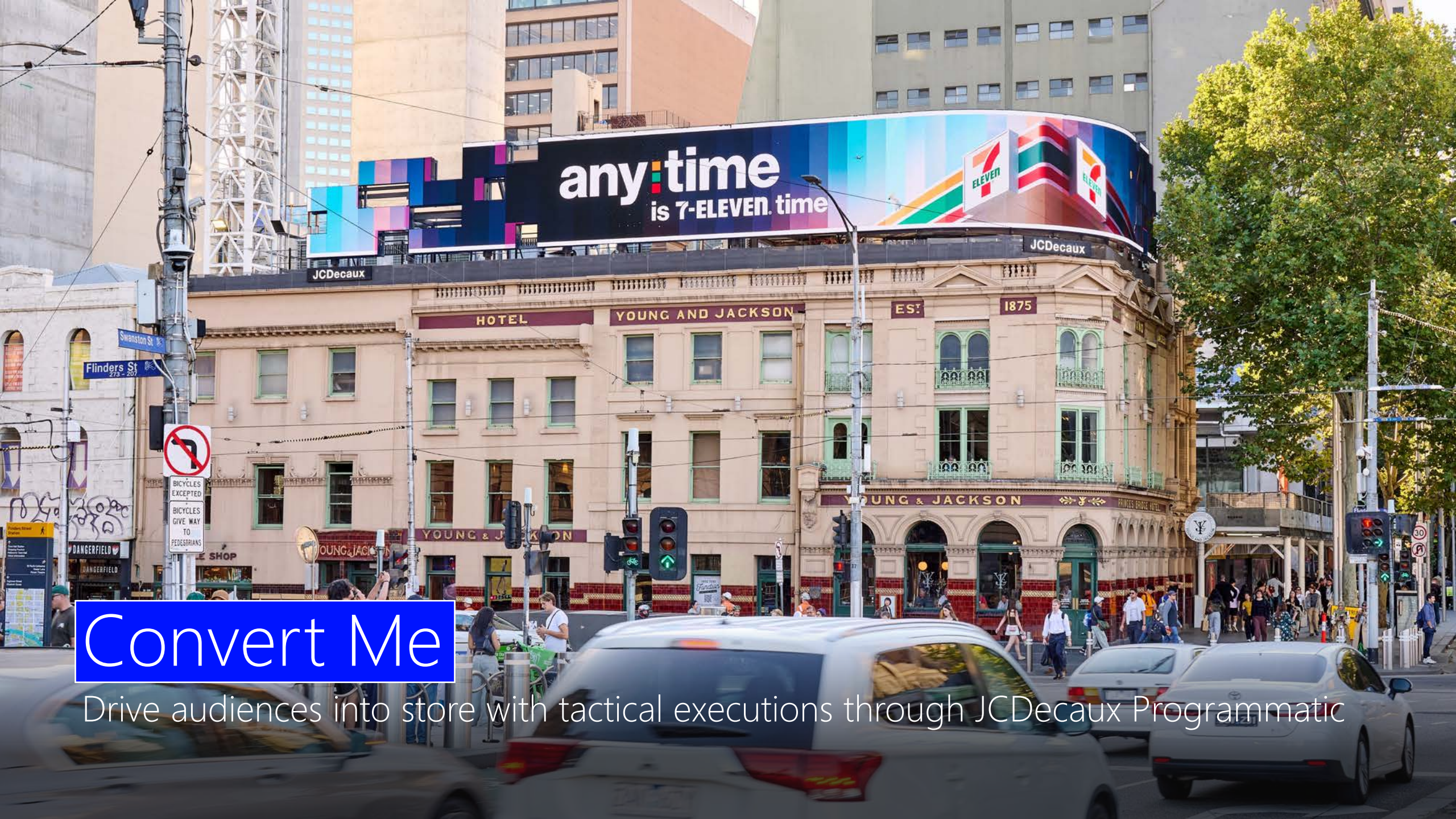
Day parting

Speed to market

Fame

Guaranteed
bonus

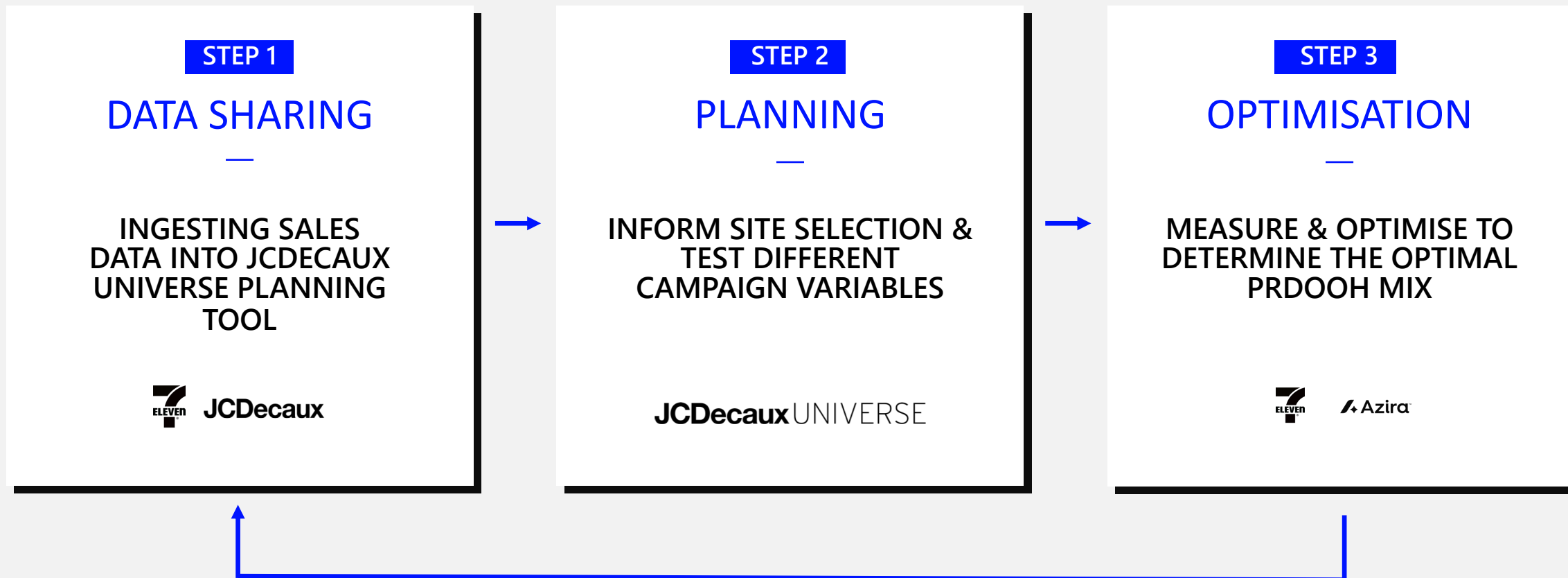




Convert Me

Drive audiences into store with tactical executions through JCDecaux Programmatic

7-Eleven Partnership: Convert Me





Japan Range

JCDecaux



7-ELEVEN.
TIME FOR ANOTHER?



JCDecaux

Mercure
HOTEL

pullman
HOTELS AND RESORTS

Coffee

JCDecaux