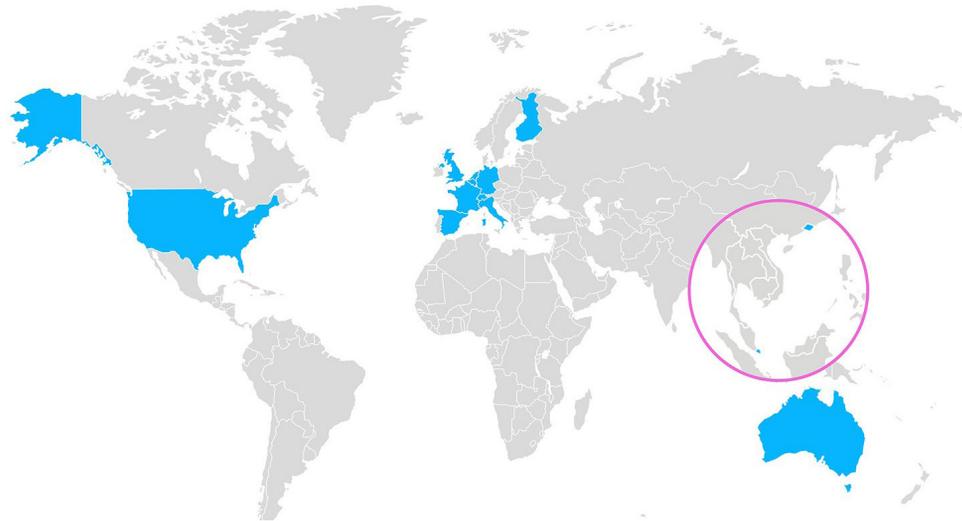


VIOOH

INDEPENDENT PROGRAMMATIC MARKETPLACE



VIOOH is an independent platform for buying out of home (OOH) advertising programmatically, providing an open, independent and global marketplace. We connect buyers and sellers by combining data with technology, enabling media owners to increase their revenue by optimizing their inventory, and buyers to access premium out of home inventory programmatically on a global basis.

VIOOH is pioneering the transformation of the OOH sector, helping to “Change the Conversation” about OOH by championing its role in enhancing omnichannel digital campaigns through the use of programmatic capabilities and data.

Financially backed and launched by JCDecaux, VIOOH provides programmatic access to premium digital OOH inventory globally, and is the exclusive SSP for accessing JCDecaux inventory.

What does VIOOH bring to the table?

- Independent SSP/exchange, built to connect both supply & demand
- Live & trading programmatically in 13 countries as of July 2021, and on track to launch 3 additional markets by the end of 2021
- Partnered with 32 DSPs globally, reaching media agencies and buyers where they already buy and plan their media
- Transparent with fees - no commission fees to the buy-side, meaning 100% of campaign budget is spent buying media
- Technology built by digital OOH and programmatic experts
- Connected to market leading media owners with over 10,000+ DOOH screens available
- Exclusive access to JCDecaux digital inventory, the world’s number one outdoor advertising company



programmatic@jcdecaux.com

www.viooh.com

PROGRAMMATIC

DSPs

PORTFOLIO DE



943

TOTAL SCREENS

BERLIN, HAMBURG, BREMEN,
DORTMUND, DÜSSELDORF, COLOGNE,
MUNICH, WIESBADEN, MANNHEIM

463M

IMPRESSIONS PER WEEK

1,854M

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	943
Impressions per month	1,854M
Available channels in % of total impressions	Street Furniture (digital 6-sheets, 9:16): 91%, Roadside (digital billboards, 4:3): 9%
Deal type	Programmatic Guaranteed, Non-Guaranteed - Fix Price / Floor Price available as self-service or managed service
Price Range (CPM)	from 5 EUR to 40 EUR - average: 11.50 EUR
Demand Side Plattform (DSP)	Active Agent, Hivestack, Hawk/TabMo, Splicky, Sage + Archer, The Trade Desk, Adform
Targeting	networks, day and time, city, geo-location, pre-targeting, trigger, audience group
Joint-Industry-Convention (JIC)	ma Plakat by agma: basis for the derivation of the programmatic impressions - combined survey approach of the coverage study: mobility data + frequency atlas + advertising media data
Affiliated Data Partners	maPlakat/agma, adsquare, Otto Retail Media
Others	networks buying, real-time DCO

programmatic_sales@walldecaux.de

www.walldecaux.de/premium-programmatic-walldecaux

SHOWCASE DE

OTTO

REAL-TIME, AUDIENCE-BASED DOOH DELIVERY

Campaign objective

Increase brand awareness and recognition of Otto, the biggest e-commerce website in Germany before Christmas shopping season using 1st party audience data.

Otto provided their own 1st party data to create smart segmentation of two key target groups for their latest campaign: Gen Y and Gen Z. Specific creatives were produced for each of these target groups, displaying specialised products tailored to the audience group.

The target groups were checked in real-time against the Otto Group Media datasets, creating a trigger to show the Gen Y or Gen Z creatives

Campaign phase one:

One of five Gen Y creatives were shown depending on the daytime, location and 1st party data

Campaign phase two:

A weather trigger, location and 1st party data was used to pick one of 3 creatives for Gen Z. The creatives for Gen Y consisted of 3 different products that were randomly shown.



Trigger audience

Trigger-led b 1st-party audience data (Gen Y, Gen Z)



Trigger | Weather

weather and time of day

Results:

44%

Recognition of the DOOH spots

47%

Above average recognition in the 20-29 year target group

32%

Of the people who had contact with the ad perceived Otto to be stronger and as a modern brand

PORTFOLIO NL



472

TOTAL SCREENS

ALMERE, AMSTERDAM, HAARLEM,
ROTTERDAM, THE HAGUE

140M

IMPRESSIONS PER WEEK

560M

KEY FACTS

Number of Frames	472
Impressions per month	560M
Available channels in % of total impressions	per channel - street furniture & roadside per format - portrait/9:16 & 4:7
Deal type	Non-Guaranteed/Fixed price, Non-guaranteed/Floor price, Guaranteed/Fixed Price
Price Range (CPM)	3 - 6.50 EUR
Demand Side Plattform (DSP)	OutMoove, Sage+Archer, Mediamath, Adform and Xandr
Targeting	screen, location, environment, day and time, city, geo-location, trigger, audience group
Joint-Industry-Convention (JIC)	Het Buitenreclame Onderzoek
Affiliated Data Partners	Resono and Adsquare

hello@viooh.com

www.jcdecaux.nl

SHOWCASE NL

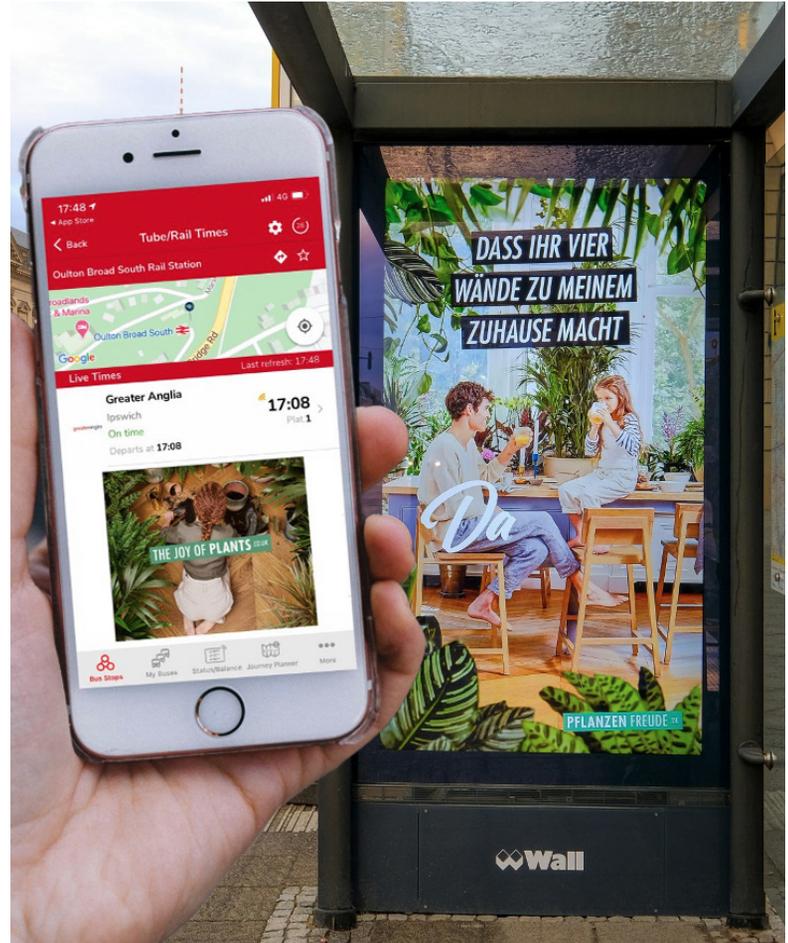
VIOOH BLOEMENBUREAU PAN-EUROPEAN CAMPAIGN UTILISING MOBILE AND PROOH

Campaign objective

Bloemenbureau’s objective with this campaign was to reach urban audiences and create brand awareness.

Since this campaign was run during the pandemic, the flexibility of the campaign afforded by delivering it programmatically was paramount to its success: ensuring that audiences were reached in areas where they were physically present, further utilising mobile data to reach target audiences and optimising the use of the client’s budget.

The whole campaign was booked by Sage + Archer enabling Bloemenbureau to receive one standardised reporting cross-country as well as cross-media – something that would ordinarily be very time-consuming and operationally difficult.



Target audience

Urban audiences within the age group 25-40 years old



Mobile data Tracking

Utilisation of mobile data tracked users moving around screens, enabling them to be retargeted via both DOOH and mobile

Results:

1,113,965

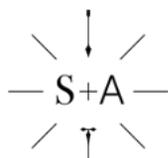
Reach figures for the Netherlands over 12 days

11,023,994

Reach figures for Germany over 21 days

4,773,519

Reach figures for the UK over 21 days



PORTFOLIO IT

464

TOTAL SCREENS

MILAN, ROME, PAVIA, NAPLES,
TURIN, BRESCIA, MALPENSA,
LINATE, BERGAMO, GENOVA

115M

IMPRESSIONS PER WEEK

475M

IMPRESSIONS PER MONTH



KEY FACTS

Number of Frames	563
Impressions per month	475M
Available channels in % of total impressions	N/A
Deal type	Programmatic Guaranteed, Non-Guaranteed - Fix Price / Floor Price
Price Range (CPM)	10-28 EUR
Demand Side Plattform (DSP)	Pladway, Hivestack, TheTradeDesk, Adform (+ others ready to trade)
Targeting	networks, day and time, city, geo-location, pre-targeting, trigger
Joint-Industry-Convention (JIC)	Audioutdoor: basis for the derivation of impression available + data from Airport/Metro authorities for hourly-daily-monthly weights
Affiliated Data Partners	Adsquare
Others	real-Time DCO

programmatic@igpdecaux.it

www.igpdecaux.it

SHOWCASE IT

DISCOVERY BAKE OFF ITALIA - TV SHOW LAUNCH

Campaign objective

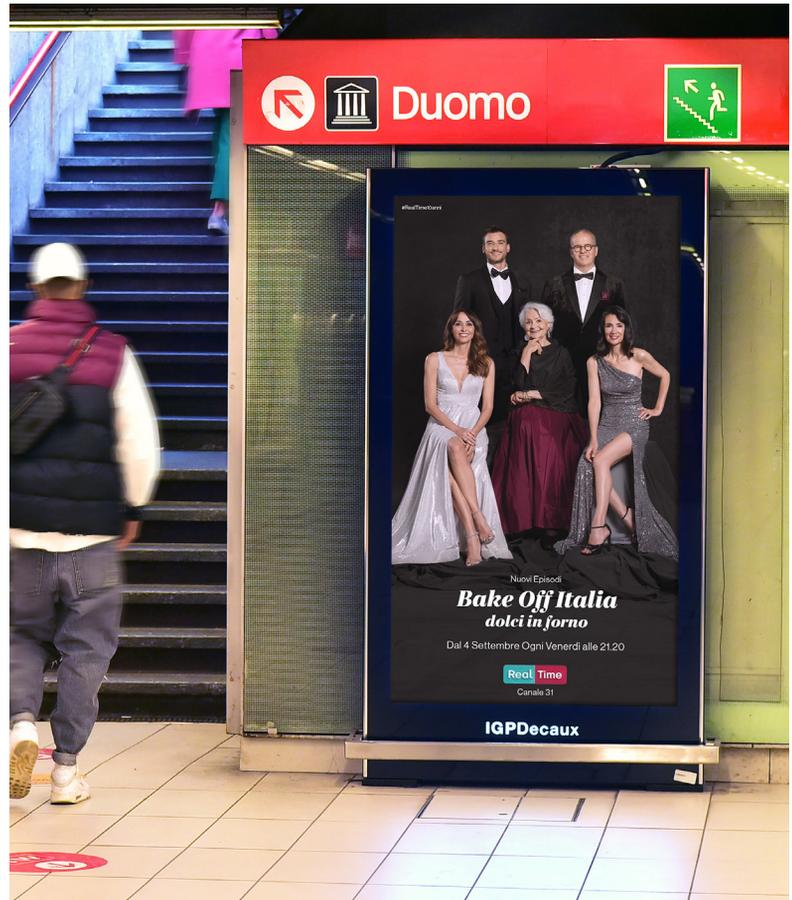
Make known the new edition of the TV Show, addressing the message only in specific days and hours.

Medium

Subway and bus shelters in Milan and Rome.

Specificity

Discovery wanted to harness the power of using programmatic OOH to promote Bake Off Italia, using flexibility of targeting, delivery and creative rotation to match the target audience. The creative changed dependent on the day and hour to provide an accurate and tailored message to audiences.



Target audience

People interested in lifestyle, professionals, high-spending and technology lovers



Zeit

Subways Mon/Fri 8 hours
Busshelters Mon/Sun 8 hours



Flexibility

Storytelling: Using one specific creative message for each moment

Results:

The client was happy with the campaign and decided to plan again for the launch of other 4 tv shows.



PORTFOLIO BE



876

TOTAL SCREENS

BRUSSELS, LIÈGE, ANTWERP,
FLEMISH REGION, WALLONIA

237M

IMPRESSIONS PER WEEK

949M

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	876
Impressions per month	949M
Available channels in % of total impressions	Street Furniture: 44% Malls: 29% Metro: 21% Retail: 6%
Deal type	Programmatic Guaranteed, Non-Guaranteed - Fix Price / Floor Price available as self-service or managed service
Price Range (CPM)	From EUR 5,30 to EUR 50 - average CPM: EUR 8
Demand Side Plattform (DSP)	Xandr, Sage+Archer, Displayce, Outmoove, Adform, Hivestack, S4M, Verizon
Targeting	Networks, day and time, city, geo-location, pre-targeting, trigger, audience group
Joint-Industry-Convention (JIC)	CIM
Affiliated Data Partners	Adsquare, Carrefour, Whatheshop
Others	networks buying, Real-time DCO

be.programmatic@jcdecaux.com

www.jcdecaux-belux.com

SHOWCASE BE

RENAULT - ZOÉ NON-GUARANTEED CAMPAIGN

Campaign objective

Magnify the positive impact of e-driving to the car drivers by delivering relevant messaging related to the current Air Quality index, only when the index is above 5/10 (poor to very bad) at the location of the DOOH screen.

Implementation

Programmatic Non-Guaranteed deal across roadside placements. Impressions are bought and filled with a creative matching the current Air Quality index at the location of the frame. Three different versions of the creative are used and triggered depending on the pollution level (yellow – orange – red), offering relevant information to the passers-by.

The real-time air quality data is provided at DSP Level by an Open Data feed from a national air quality measurement stations network IRCeline.



Trigger | Air Quality

Air Quality index above 5/10 at the location of the DOOH screen

Results:

The campaign led to a **144% increase in Google searches** for Renault ZOE and it was **26 times more effective** in delivery and relevancy than a standart direct campaign would have been. Overall; this campaign **leveraged the best advantages programmatic OOH** has to offer, by using real-time contextual and environmental data to drive dynamic decisions.



PORTFOLIO USA



558

TOTAL SCREENS

NEW YORK CITY, CHICAGO, BOSTON

450M

IMPRESSIONS PER WEEK

1,800M

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	558
Impressions per month	1,800M
Available channels in % of total impressions	N/A
Deal type	Guaranteed or Non-Guaranteed, Fixed Floor or Auction; Private Marketplace
Price Range (CPM)	\$ 4+
Demand Side Platform (DSP)	Vistar Media, Hivestack, The Trade Deck, Verizon Media, Ubimo, Atedra, TheNeuron, TPS Engage
Targeting	Location, Proximity, 1st party data, 3rd party (incl. Behavioral, Demographic, Psychographic, Purchase data and propensity, etc.)
Joint-Industry-Convention (JIC)	Geopath
Affiliated Data Partners	Geopath, Neustar
Others	DCO and post-campaign effectiveness studies available,

brendan.donoghue@jcdecaux.com

www.jcdecauxna.com

SHOWCASE USA



ESPN ACC NETWORK NON-GUARANTEED CAMPAIGN

Objective:

ESPN built their campaign to promote football tournament matches in the Chicago area between local colleges

Content:

Product launch

Goals:

Awareness

Medium:

Digital Roadside Billboards



ESPN used audience targeting + game start times to deliver messages to the relevant audiences at the most relevant times

Results:

Using programmatic OOH, ESPN were able to **trade and display at specific times** based on the college games and audience data from Thursday-Sunday. They also **personalized their creatives** for each match to drive.

PORTFOLIO NO



483

TOTAL SCREENS

OSLO, STAVANGER, BERGEN,
TRONDHEIM

130M

IMPRESSIONS PER WEEK

520M

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	483
Impressions per month	from 400M to 520M impressions - due to seasonal variations
Available channels in % of total impressions	Street furniture (digital 6-sheets, 9:16): 6%, Malls (digital 6-sheets, 9:16): 31%, Rail (digital 6-sheets 9:16): 63%
Deal type	Programmatic Guaranteed, Non-Guaranteed - Fix Price / Floor Price available as self-service or managed service
Price Range (CPM)	from 7 EUR to 40 EUR
Demand Side Plattform (DSP)	Adform, Xandr, platform161
Targeting	networks, day and time, city, geo-location, pre-targeting, trigger, audience group
Joint-Industry-Convention (JIC)	Outdoor Impact, JCDecaux, Clear Channel and Ocean Outdoor
Affiliated Data Partners	IMAS, Viameetrics and Fluxloop
Others	Rreal-time DCO and network buying possible

programmatic_NO@jcdecaux.com

www.jcdecaux.no

PORTFOLIO FN



472

TOTAL SCREENS

HELSINKI, ESPOO, HÄMEENLINNA,
JOENSUU, JYVÄSKYLÄ, KUOPIO, LAHTI,
LAPPEENRANTA, MIKKELI, OULU, PORI,
ROVANIEMI, TAMPERE, TURKU, VAASA,
VANTAA

+200M

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	472 (accessible programmatically)
Impressions per month	+200M (to be confirmed, calculations on-going). More than 100M playouts
Available channels in % of total impressions	Street Furniture +60% estimate, Metro 30% estimate, Malls 10% estimate
Deal type	Programmatic Guaranteed, Non-Guaranteed
Price Range (CPM)	10 EUR - 20 EUR
Demand Side Plattform (DSP)	Adform, Mediamath, Xandr
Targeting	audience data on hub level
Joint-Industry-Convention (JIC)	Outdoor Impact
Affiliated Data Partners	Telia, Locomizer, Statistics Finland

sales@jcdecaux.fi

www.jcdecaux.fi

SHOWCASE FN



VERKKOKAUPPA NON-GUARANTEED CAMPAIGN

Objective:

Increase brand awareness and relevance for the main target group of 'tech forerunners' (hard to reach online) for the leading e-commerce site in Finland.

Content:

Play out of the advertisements only in the locations where 'tech forerunners' are mostly moving (pre-analysis).

Medium:

Digital 6-Sheets

Goals:

Awareness



Tech forerunners

Results:

Numerous creatives were used and the campaign lasted for several weeks, using the **flexibility** of non-guaranteed deal.

adform

OMG

VIOOH

PORTFOLIO CH



757

TOTAL SCREENS

ZURICH, BERN, BASEL, GENEVA, LAUSANNE, LUCERNE, ZUG, LUGANO, LOCARNO, WINTERTHUR, ST. GALLEN, FRIBOURG, AARAU, CHUR, BIEL

257M

IMPRESSIONS PER WEEK

1 BN

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	757
Impressions per month	over 1 billion
Available channels in % of total impressions	Rail (digital 6-sheets 9:16 / digital billboards, 16:9): 76.8% Street furniture (digital 6-sheets 9:16 / digital billboards, 16:9): 16.3%, Shopping (digital 6-sheets 9:16): 6.9%
Deal type	Programmatic Guaranteed, Non-Guaranteed - Fix Price / Floor Price
Price Range (CPM)	from 6 CHF to 28 CHF
Demand Side Plattform (DSP)	Splicky, Active Agent, The Trade Desk, Displayce, Adform, Xandr
Targeting	networks, day and time, city, geo-location, pre-targeting, trigger, audience group
Joint-Industry-Convention (JIC)	SPR+
Affiliated Data Partners	Intervista

programmatic@apgsa.ch

www.apgsa.ch

SHOWCASE CH

COOP RACLETTE & FONDUE NON-GUARANTEED CAMPAIGN

Campaign objective

Creating the perfect raclette/fondue moment USING programmatic OOH.

Medium

ePanel & eBoards

Specificity

Play out of the advertisements only when the target group was on the move and when the weather has met certain criteria.

In order to address the target group during a raclette/ fondue moment, the campaign was precisely targeted and controlled via DSP. This means that the ads were only served when the target group was out and about and in a certain weather.

Goals

Awareness



Target audience
Target group „commuters“



Target
Time- & weather-targeting

Results:

Despite the tough targeting criteria, the campaign was able to generate a total of almost **10 million impressions**. The defined target group was reached much more efficiently and sales increased significantly.



PORTFOLIO SGP



77

TOTAL SCREENS

JEWEL/CHANGI AIRPORT
CENTRAL BUSINESS DISTRICT (C.B.D.)
SHOPPING DISTRICT

25M

IMPRESSIONS PER WEEK

108M

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	77
Impressions per month	108M
Available channels in % of total impressions	Street Furniture (digital 6-sheets 9:16): 49%, Retail (digital panels 9:16 / digital billboards, 16:27): 51%
Deal type	Programmatic Guaranteed, Non-Guaranteed - Fix Price / Floor Price
Price Range (CPM)	SGD 8 - across Street Furniture and Retail
Demand Side Platform (DSP)	The Trade Desk, Verizon Media, Hivestack, S4M
Targeting	networks, day and time, line by line, geo-location, pre-targeting, trigger, audience group
Joint-Industry-Convention (JIC)	N/A
Affiliated Data Partners	S4M, Adsquare
Others	network buying

sales@jcdecaux.com.sg

www.jcdecaux.com.sg

SHOWCASE SGP

GUCCI GLOBAL CAMPAIGN

JCDecaux Singapore's FIRST Programmatic DOOH Campaign

Medium
Streetside Digital Panels

Specificity
Gucci, a global fashion name that resonates well with JCD premium position was JCD SG first programmatic OOH advertiser. In partnership with VIOOH and Hives-tack, this campaign was also running in UK, New York and Milan. This Non-Guaranteed deal started on 18 February 2021 and ended on 11 April 2021.

Goals
Awareness



Target audience

Young trendy adults P21+ and above



Target

Dayparting 12pm to 10 pm (GMT+8)

Results:

This **weather-dependent activation** was controlled centrally via one DSP and was only possible in a Non-Guaranteed deal.



PORTFOLIO HKG

101

TOTAL SCREENS

HONG KONG
INTERNATIONAL
AIRPORT

167M

IMPRESSIONS PER WEEK

723M

IMPRESSIONS PER MONTH



KEY FACTS

Number of Frames	101
Impressions per month	723M
Available channels in % of total impressions	Airport: 100%
Deal type	Programmatic Guaranteed or Non-Guaranteed (in Private Marketplace): Fix Price (Preferred Deal) / Floor Price (Auction)
Price Range (CPM)	HKD 230 to HKD 290
Demand Side Platform (DSP)	The Trade Desk, Verizon, Hivestack
Targeting	day part, weather, flight origin/destination, flight based trigger
Joint-Industry-Convention (JIC)	N/A – Airport Audience Measurement
Affiliated Data Partners	ForwardKeys
Others	real-time DCO

SHOWCASE HKG



CLARINS FLIGHT ACTIVATED AD CAMPAIGN



Objective

Promoting new summer product



Period

June 2021



Triggered-based Targeting

Chinese & international passengers to specific destinations



Digital Creative Optimization

In Chinese language for flights to Mainland China

Results:

By advertising two hours before specific flights, Clarins delivered a **targeted** and **dynamic** message to its core audience.

With two creatives in English or English and Chinese, the Flight Activated Ad Campaign live feature enabled Clarins to **optimize its campaign investment by advertising exclusively when a flight was taking off**. The creatives were displayed selectively on the screens en route to the specific hold room; **following the passengers from the duty free area to the boarding gate**.

Clarins' message was delivered effectively in the **right language, to the right audience at the right time and location**.

PORTFOLIO ESP



263

TOTAL SCREENS

MADRID, BARCELONA, ALICANTE, BILBAO, GIJON, GRANADA, MALAGA, MURCIA, OVIEDO, SANTANDER, SEVILLA AND VALENCIA

142M

IMPRESSIONS PER WEEK

567M

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	263
Impressions per month	567M
Available channels in % of total impressions	Street Furniture (digital 6-sheets, 9:16): 100%
Deal type	Programmatic Guaranteed, Non-Guaranteed - Fix Price / Floor Price available as self-service or managed service
Price Range (CPM)	from 6 EUR to 30 EUR – average: 10 EUR
Demand Side Plattform (DSP)	The Trade Desk, Verizon, MediaMath, Xandr, Adform, TapTap
Targeting	networks, day and daypart (hour level), city, geo-location, pre-targeting, audience group
Joint-Industry-Convention (JIC)	Geomex: digital screens, impressions data by days, daypart.
Affiliated Data Partners	Adsquare
Others	networks buying (more digital offer in Malls and Metro, but programmatically not yet available)

programmatic@jcdecaux.com

www.jcdecaux.es

PORTFOLIO UK

3,258

TOTAL SCREENS

NATIONAL: E.G. LONDON, BIRMINGHAM, BRISTOL, EDINBURGH, LEEDS, LIVERPOOL, MANCHESTER, NEWCASTLE, READING

1.3 BN

IMPRESSIONS PER WEEK

5.7 BN

IMPRESSIONS PER MONTH



KEY FACTS

Number of Frames	3,258
Impressions per month	5.7 BN
Available channels in % of total impressions	100
Deal type	PG/NG (Fixed & Floor)
Price Range (CPM)	£ 8 - £ 54
Demand Side Plattform (DSP)	Hivestack, The Trade Desk, Scoota, Verizon, Flow City, Tabmo Mediamath, Adform ,Xandr
Targeting	Adsquare, Route, YouGov
Joint-Industry-Convention (JIC)	Route
Affiliated Data Partners	Adsquare

SHOWCASE UK

LEADING BRITISH RETAILER RELEVANT AND FUNNY CREATIVE

Campaign objective

The purpose of the campaign was to promote products sold by this leading British retailer to various audiences.

Medium

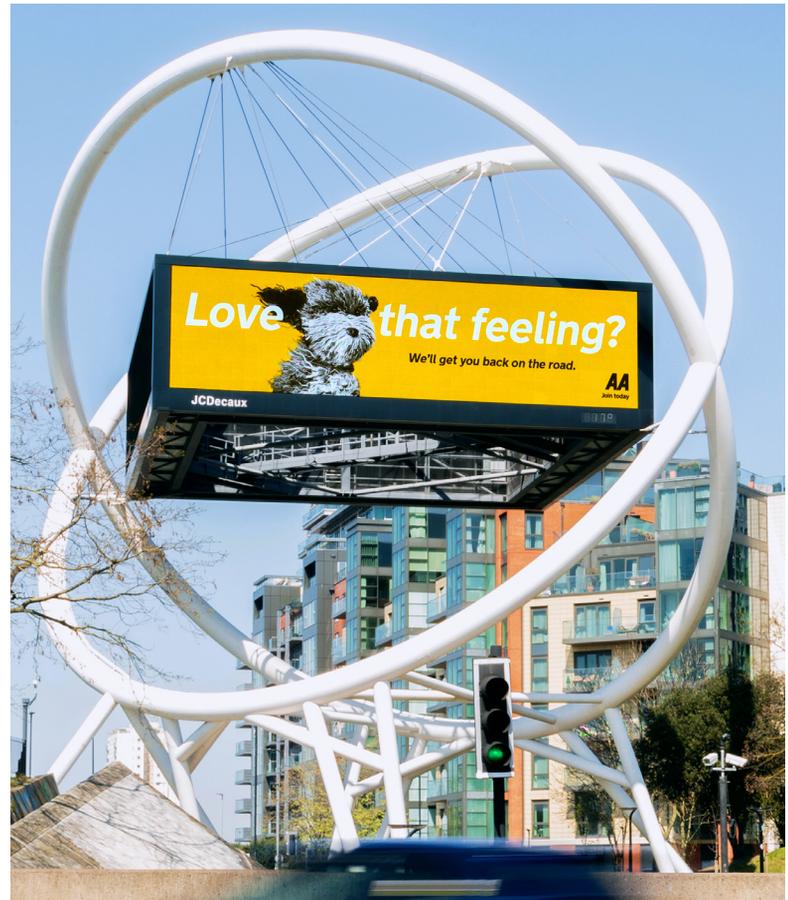
Rail, Malls and Roadside
D6s and D48s

Specificity

- Proximity to postal codes and competitors including Ikea
- Multi environment
- Static content
- Programmatic non-guaranteed

Goals

A key focus was showing how this brands products can be just as affordable as their leading competitors.



Target audience

Target group „commuters“

Results:

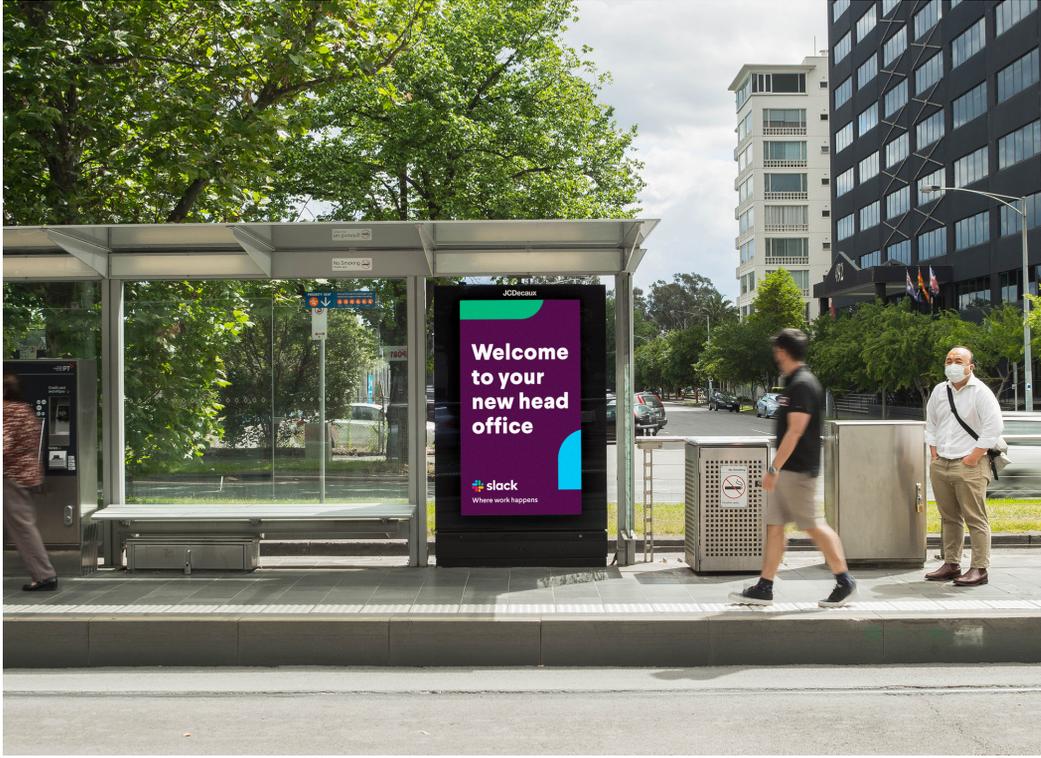
The campaign successfully drove store visits!

4,351
Incremental visits

73%
Visitation uplift



PORTFOLIO AUS



718

TOTAL SCREENS

SYDNEY, MELBOURNE, BRISBANE
ADELAIDE, PERTH

70M

IMPRESSIONS PER WEEK

279M

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	718
Impressions per month	278,833,229
Available channels in % of total impressions	Street Furniture: 59%, Large Format: 41%
Deal type	Non-Guaranteed - Fix Price / Floor Price available as self-service
Price Range (CPM)	from AUD 20 - AUD 40
Demand Side Platform (DSP)	Vistar, Hivestack, Verizon, The Trade Desk
Targeting	networks, day and time, city, geo-location, audience
Joint-Industry-Convention (JIC)	N/A
Affiliated Data Partners	Adsquare, Nielsen

au.programmatic@jcdecaux.com

www.jcdecaux.com.au

SHOWCASE AUS

TOURISM TASMANIA COME DOWN FOR AIR

Campaign objective

Deliver an Out-of-Home campaign with flexibility around covid restrictions and deliver a measurable campaign that entices people to travel to Tasmania.

Implementation

JCDecaux optimized panel selection to two specified audience segments for Tourism Tasmania. The Street Furniture and Large Format assets provided high traffic platform for Tourism Tasmania’s messaging. Matterkind also engaged their mobility partner (Lifesight) who pooled together device ID’s to measure footfall to the island of Tasmania over a three month window.



Target audience

Target group „Tourists in Australia“

Results:

- Close to **30,000 devices** were measured in Tasmania who were exposed Out-of-Home devices (Lifesight data)
- The impact of these travelers to Tasmania is approx. **\$60M to the economy through travel expenses** (Matterkind)
- **Brand uplift** increased by **10%** and a **32%** lift in consideration (Dynata & Kantar).



PORTFOLIO FR



1400

TOTAL SCREENS

PARIS, LA DEFENSE, CÔTE D'AZUR, GRAND EST, PROVENCE, BRETAGNE & PAYS DE LOIRE, NORD, CENTRE & NORMANDIE, LANGUEDOC - ROUSSILLON, AUVERGNE RHONE ALPES, NOUVELLE AQUITAINE

250 M

IMPRESSIONS PER WEEK

1 BN

IMPRESSIONS PER MONTH

KEY FACTS

Number of Frames	1400
Impressions per month	1 BN
Available channels in % of total impressions	Street Furniture : +500M impressions (49%) Urban Proximity : +510M impressions (51%) Indoor : TBC
Deal type	Non-Guaranteed Deals; Fixed & Floor price, Always on deals
Price Range (CPM)	from 8 EUR to 12 EUR - on standard briefs
Demand Side Plattform (DSP)	Hivestack, Displayce, Hawk (Tabmo), The Trade Desk
Targeting	Shopper with Monoprix & Carrefour Data, Geolocation, Brand affinity, socio-demographics, triggering
Joint-Industry-Convention (JIC)	Mobimétrie
Affiliated Data Partners	Monoprix & Carrefour, Kantar SIMM TGI, Adsquare, Dataneo,
Others	real-time DCO