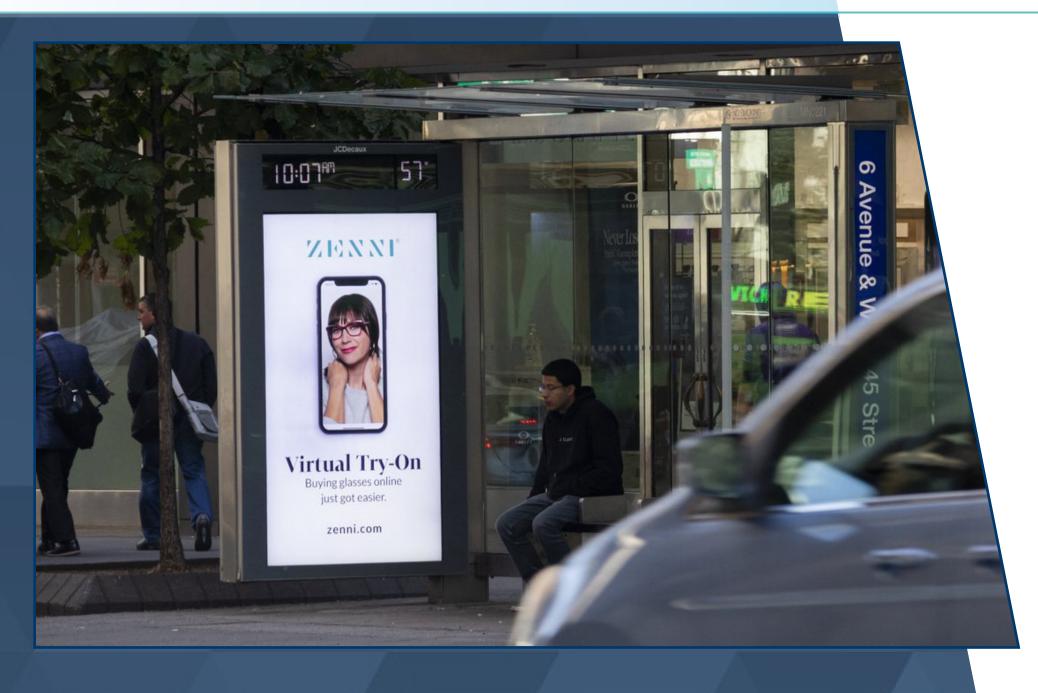
JCDecaux DATA SOLUT: ONS EVALUATE

ZENNI OPTICAL

Advertising Effectiveness Study





Goal

Drive awareness and online sales of Zenni Optical



Strategy

Leverage JCDecaux's partnership with Adsquare to analyze the behaviors of exposed and control groups to evaluate the advertising impact on website visits and sales



Results:



+39%
in October
+43%
in November

+55% YOY
in October
+31% YOY
in November





Market

New York, NY

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Flight

Oct 5th - Nov 29th, 2020



Media

- Digital Bus Shelters
- Static Bus Shelters



Site Visitation Uplift









** Return on Ad Spend (sales/cost of media)



campaign silver Award MEDIA WINNER