



JCDecaux



Reshaping OOH with real-world spend data for JCDecaux

Challenge

Using real world spend behaviour to inform smarter OOH

Today, outdoor advertising must be as intelligent and accountable as any digital channel. This is where the longstanding partnership between Experian and JCDecaux is reshaping how OOH is planned and evaluated - by embedding comprehensive consumer insight directly into planning and measurement workflows.

JCDecaux has worked with Experian since 2008, leveraging consumer insight to strengthen its planning and performance capabilities. Central to this collaboration is Experian's Spend Insights: a transaction level intelligence solution built by analysing £8bn of monthly consumer spend across more than 60 retailer categories. Overlaid with Experian's Mosaic UK consumer segmentation, it provides a detailed view of how different audiences shop by geography, brand and category - and how those behaviours change over time.

“Experian's Transactional Spend Insight has enabled us to significantly expand our campaign planning and evaluation capabilities,” says Jonathan Harman, Head of Data at JCDecaux UK. “It helps us optimise campaigns and better understand outcomes for our customers.”

Solution

Spend Insights helps advertisers identify shoppers who split their spending across competing brands, valuable switchers who are already active in the category and can be influenced at the right moment. It reveals not just where people shop, but how competitive dynamics vary by location and shift over time, enabling more strategic OOH planning.

For one advertiser, Spend Insights pinpointed areas where competitors were gaining share, highlighting where switching was most pronounced. This guided OOH investment toward locations with the greatest potential to regain brand salience. Pre and post campaign spend analysis then showed how targeted OOH exposure aligned with shifts in purchasing behaviour.

In OOH environments, this approach helps pinpoint the locations and moments where audiences are most open to influence, near supermarkets, retail hubs, commuter routes or high competition areas, ensuring brands deliver messages exactly where switching decisions occur.

From exposure to evidence

Spend Insights is an evidence system using transaction-level data to reveal how shoppers buy across brands and categories and whether exposed audiences show different spending patterns or wallet shifts. By comparing pre and post campaign behaviour, it shows how exposure aligns with changes in spend and competitive share, giving advertisers a clearer view of OOH's role in the wider media mix.



Empowering teams with insight that drives action

A key strength of the JCDecaux–Experian partnership is how insight is delivered across the organisation. What works for JCDecaux can scale just as effectively for any DOOH or location-based media owner looking to increase accountability and planning confidence.

- **Raw data feeds** support analytics teams requiring deep, granular insight
- **Tailored dashboards** give commercial and sales teams clear, actionable views they can use every day

“ We’ve worked closely with JCDecaux to ensure the dashboards meet the needs of analysts and sales teams, helping them reach insight faster, spot opportunities sooner, and respond to client questions with confidence. This partnership enables stronger audience targeting based on real spending behaviour, clearer evaluation of campaign impact and competitive shifts, faster decisions, and a scalable foundation for programmatic OOH and future innovation.”

Benefits



Target OOH spend more effectively:
Identified high brand switching locations



Increased campaign precision:
By focusing on areas of lost market share



Proven impact: Measured spend shifts post-campaign to evidence real behavioural change.

Impact



Improved targeting by focusing on shoppers most likely to switch brands



Increased confidence in OOH planning through location-based insights



Strengthened campaign evaluation with clearer links between exposure and spend

Looking ahead:

enabling the next phase of OOH

With DOOH now accounting for 66% of OOH revenue and continuing to grow, the shift toward more agile and automated buying is well underway. JCDecaux and Experian are continuing to explore new ways to apply data in support of programmatic OOH, building on an infrastructure designed for accountability and scale.

“As we move further into the programmatic space, having a partner who truly understands our goals is more important than ever,” says Harman. “That’s where the best ideas come from - when your partners are aligned with your vision.”

OOH continues to evolve, and with the right data, it plays a critical role in delivering measurable business insight. The JCDecaux–Experian partnership shows how combining scale with intelligence can turn exposure into evidence - ensuring OOH remains a vital part of the modern marketing mix.



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Transform your media strategy with real world spend data

Want to explore how Spend Insights can elevate your planning, targeting and measurement? Contact us for an obligation free discussion or request a live dashboard demo built around your brand or category.

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