



Goal:

Drive awareness and online sales of Eyewear Brand X



Market:

New York, NY



Flight:

October 5th - November 29th, 2020



Media:

Digital bus shelters & static bus shelters



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.

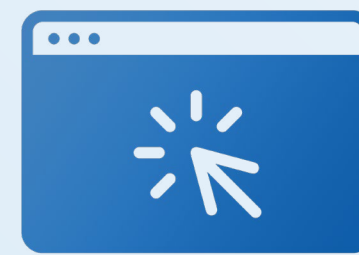


Zenni Optical

Advertising Effectiveness Study

JCDecaux

Results:



Site Visitation Uplift



Sales Growth*



Online Order Increase



ROAS**



campaign^{US} MEDIA SILVER AWARD WINNER

*Compared to September 2020
** Return on Ad Spend (sales/cost of media)