



14 years of
BOA LEARNINGS
POST-TEST



HUGE DATABASE WITH OOH CAMPAIGNS

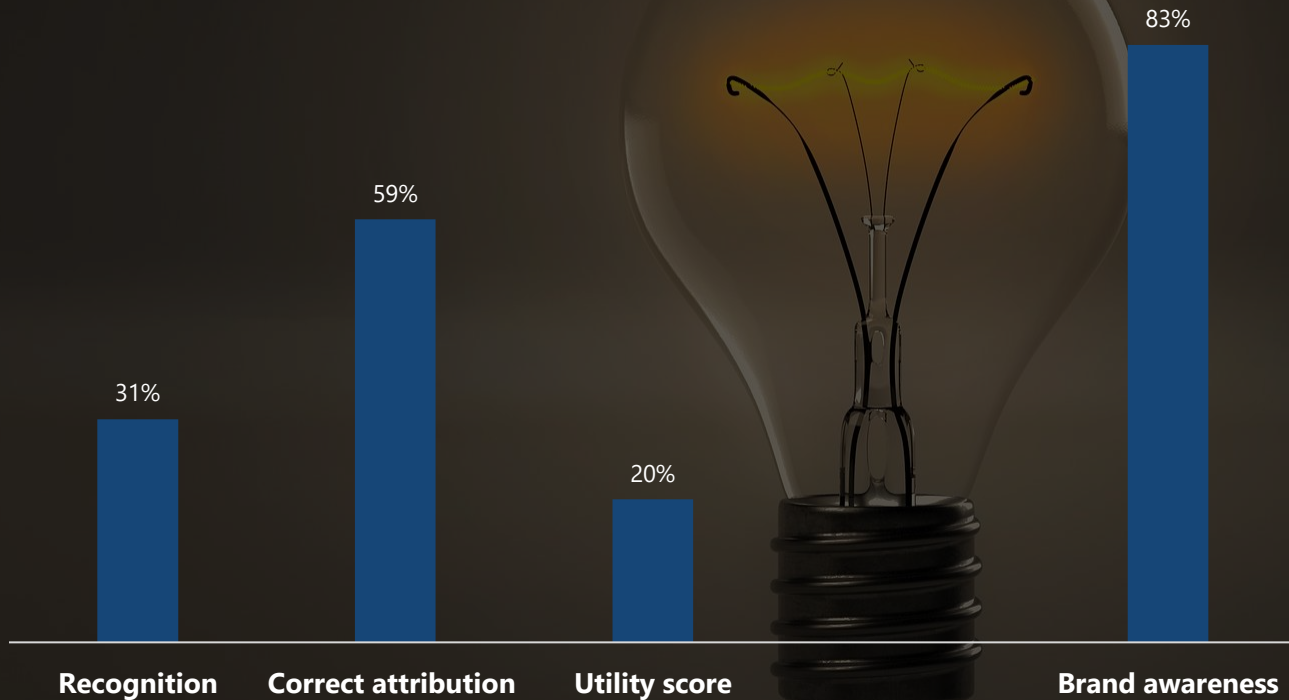
Over

1.500 campaigns

tested since 2008

IMPACT SCORES OF OOH CAMPAIGNS

RESULTS OVERALL OOH CAMPAIGN

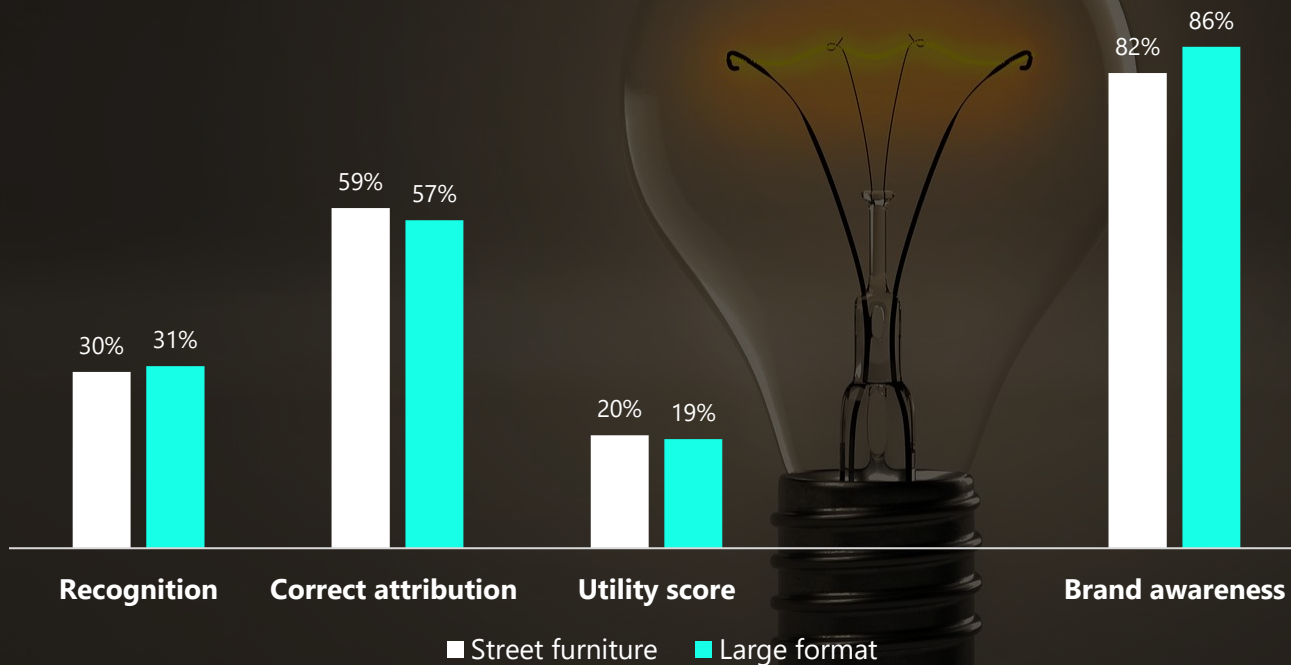


Source: Icheck BOA 2008 - 2021

JCDecaux

IMPACT SCORES OF OOH CAMPAIGNS

RESULTS ACCORDING TO OOH FORMAT





Want to know more?

Contact us via: info@jcdecaux.be

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