

PROGRAMMATIC

QUEBECOR
OUT-OF-HOME

Programmatic

/ Added Value



FLEXIBILITY

- ▶ Geo-targeting
- ▶ Quick activations and real-time creative changes
- ▶ Programming according to a specific duration
- ▶ Constant ad campaign optimization
- ▶ Contractual flexibility (no commitment; cancellations and changes possible)



OPTIMIZED PROCESS

- ▶ Autonomous print buying, on a single platform, in real time
- ▶ Automated optimization based on ad campaign performance
- ▶ Access to precise targeting
- ▶ Transactional speed



DATA AND INSIGHTS

- ▶ Performance and yield metrics: impressions, recall, attribution, etc.
- ▶ Target insights
- ▶ Personalized real-time reports

DID YOU KNOW?

Programmatic represents 40% of digital out of home and is experiencing real growth.

Our programmatic offering

/ Available on all 4 Key Platforms

	OUTDOOR OUT OF HOME		TRANSIT	INDOOR OUT OF HOME		
						
ADVERTISING FACES	149	1 211	50*	1 160	384	156
MARKETS	Quebec : Montreal CMA Lévis Sherbrooke	Quebec Ontario Alberta	Quebec : Montreal CMA	Quebec Ontario New Brunswick Nova Scotia Alberta British Columbia Manitoba Saskatchewan	Quebec Ontario	Quebec Ontario Alberta



Our Vistar Verify certification ensures that advertising partners on this programmatic platform meet standards of transparency, security, and quality in automated media buying transactions.

*Mobile Digital Screens double-sided only available on Broadsign Reach and Hivestack.

CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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**Distance
Test**

**Creative
Guide**

Portfolio

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