

# Gartner Empowers JCDecaux's Advertising Transformation

**Organization:** JCDecaux  
**Industry:** Technology and IT Services  
**Employees:** 10,000+



## Mission-critical priority

Daniel Watkins, Chief Technology & Innovation Officer, JCDecaux, sought support from Gartner to streamline trading processes and remove barriers, aiming to increase the percentage of out-of-home advertising spend from 4% to 6-8% within the marketing mix.



## How Gartner helped

Gartner expert analysts collaborated closely with JCDecaux's technology and innovation, service delivery, business transformation, and technical solutions teams.

**In-depth research and tailored advice by Gartner** empowered JCDecaux to explore diverse approaches, tap into various sources of knowledge, and develop new products and services that would enhance trading efficiency.



## Outcome

With Gartner's assistance, JCDecaux successfully commercialized existing services that were previously provided free of charge. They **developed new offerings, such as marketplaces, to attract other providers and expand their revenue streams.**

This monetization strategy led to significant success, particularly with large transport providers in multiple countries.

“We’ve never come across a situation where we haven't been able to get the kind of support we're looking for from Gartner. The key is to be honest about your business challenges with them”. - **Daniel Watkins, Chief Technology and Innovation Officer at JCDecaux**