

TOUCAN TOCO

# Digitalization of a media kit for sales and marketing teams

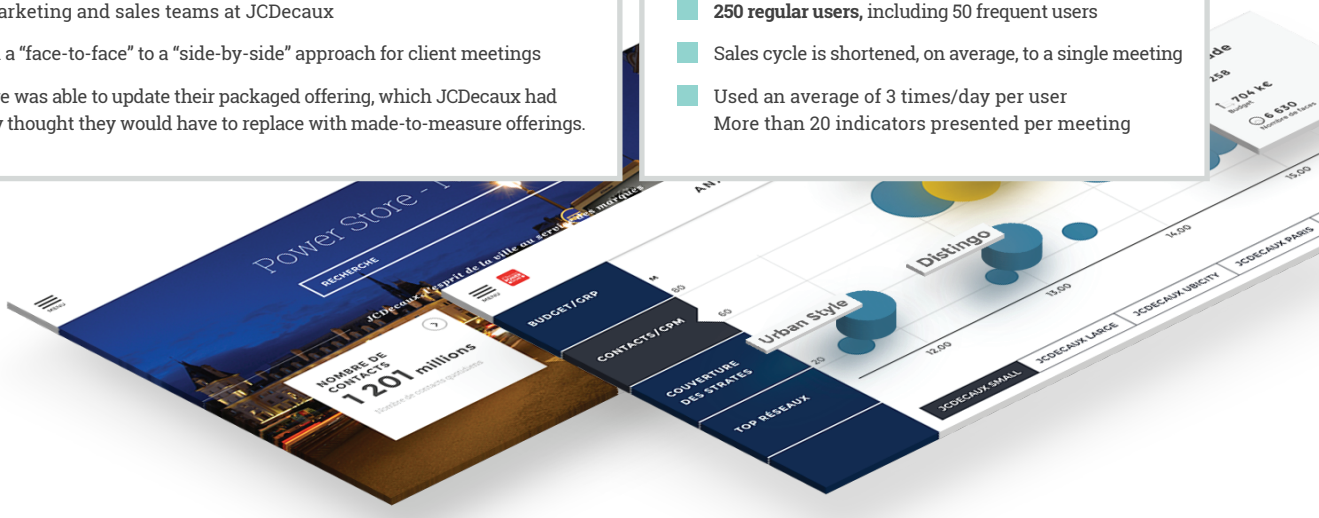
## JCDECAUX - POWERSTORE

**GOALS AND OBJECTIVES**

- Create an interactive, tablet-friendly presentation of outdoor advertising options
- Target: Marketing and sales teams at JCDecaux
- Shift from a "face-to-face" to a "side-by-side" approach for client meetings
- Powerstore was able to update their packaged offering, which JCDecaux had previously thought they would have to replace with made-to-measure offerings.

**KEY RESULTS**

- 6 months later, the platform is used by 90% of teams
- 250 regular users, including 50 frequent users
- Sales cycle is shortened, on average, to a single meeting
- Used an average of 3 times/day per user
- More than 20 indicators presented per meeting



**CHALLENGE** The company wished to continue offering packaged advertising solutions to marketers

**SOLUTION** Provide marketing and sales teams with a digital data visualization tool for their offering, giving them all of the JCDecaux product knowledge that they need in a single app!

- Salespeople were able to reinvent their approach to client meetings
- The app became a reference document that the Marketing team could use during weekly meetings
- Marketing teams at JCDecaux were in charge of project management, completing the project in 2 1/2 months.

**RESULTS** Clear & detailed infos about the company's advertising packages is available

Teams can use this resource to maintain and strengthen sales of their packaged offering  
 This offering is now an important element of the sales strategies used by JCDecaux's sales and marketing teams



“ Toucan allowed us to reinvent our relationship with the market ”

JCDECAUX - Alban Duron, Marketing Manager

**KEY CONTACT PEOPLE AT TOUCAN TOCO**



Charles  
President



Tiffany  
Developer



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Client Success