

Edinburgh Airport launches programmatic Out-of-Home with JCDecaux UK



Edinburgh Airport is Scotland's busiest airport, with 14.7 million passengers a year

[JCDecaux UK](#) has added programmatic buying capabilities to the advertising locations at [Edinburgh Airport](#).

"The offering will connect advertisers and media buyers to advertising inventory via VIOOH, the leading premium global digital Out-of-Home supply-side platform," explains a press release. "First to market with this new programmatic ad inventory is StackAdapt, a self-serve programmatic advertising platform with their 'Visit Isle of Man' campaign."

Advertisers will be able to blend the flexibility and precision targeting of programmatic buying with the effectiveness of high-impact digital Out-of-Home (DOOH), across 43 portrait digital screens at Edinburgh Airport, Scotland's busiest airport with 14.7 million passengers a year. Programmatic buying enables advertisers a new way to reach travelers using anonymized data to optimize campaigns in near-real time.

"With programmatic Out-of-Home, advertisers can integrate their own or third-party data triggers into campaigns and use unique passenger profiles and information about how passengers move around the airport. As part of the wider digital advertising ecosystem, programmatic Out-of-Home also facilitates omnichannel campaign planning and measurement."

"This is an exciting new opportunity for us to welcome more brands to our passengers at Scotland's busiest airport. By using the media space we have to make our digital screens even more engaging, it will offer something extra for our commercial partners as well as those people who are returning to Edinburgh Airport to travel, whether for business or reconnecting in person and exploring the world," said Gail Taylor, Edinburgh Airport's Director of Retail and Property.

"The introduction of programmatic advertising at Edinburgh Airport will give our clients even greater flexibility in their Out-of-Home campaigns in terms of targeting, measurement, optimization and near real-time playout triggered by data," added Helena Kavanagh, JCDecaux UK's Chief Partnerships Officer. "At a time when travel has returned and the Airport continues to define luxury and prestige, this new opportunity will open up Edinburgh Airport's media space to even more brand partners."