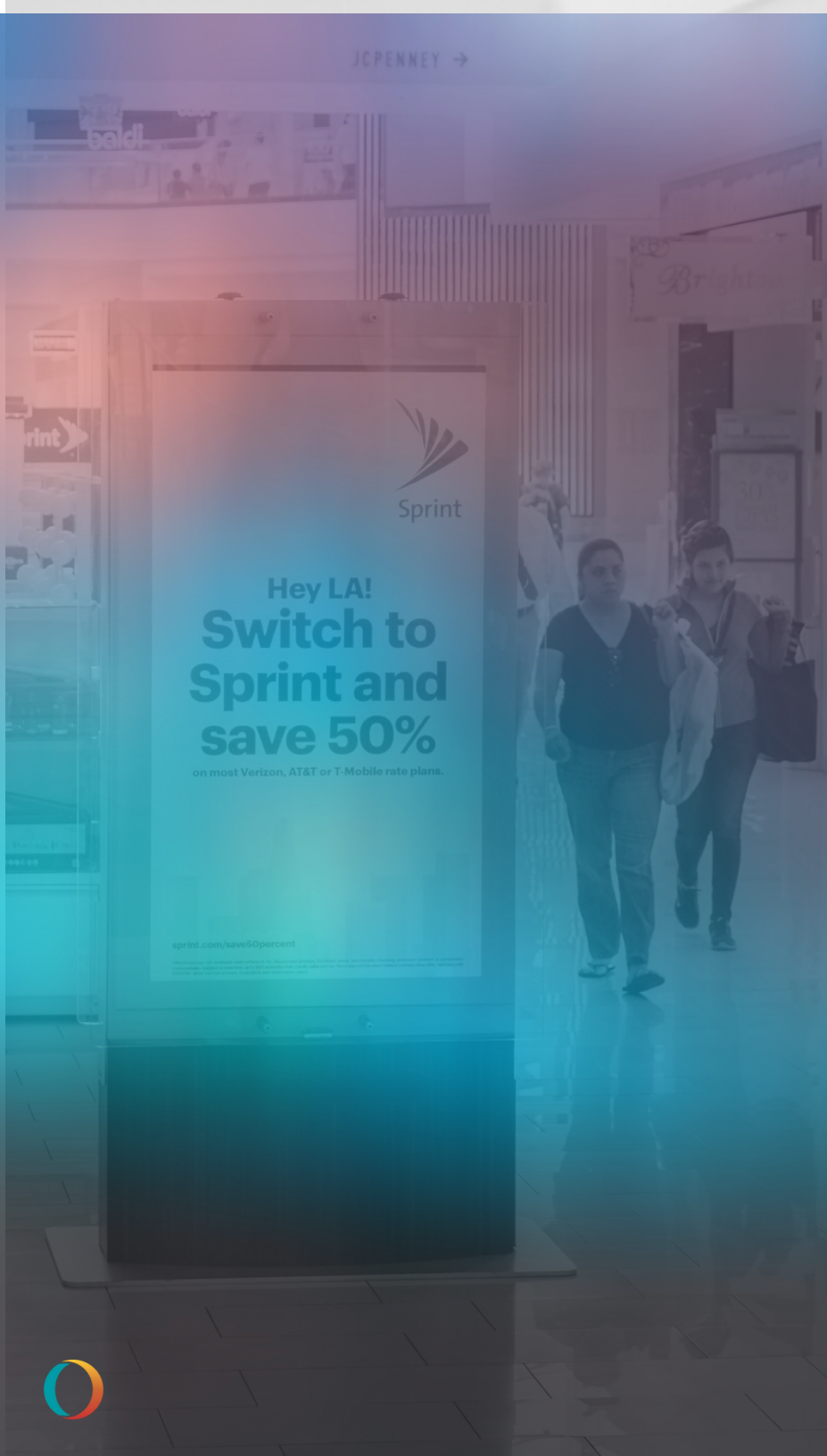




DIGITAL OUT OF HOME

PRIMER



What You'll Learn

- Brief History of DOOH
- Growth of DOOH
- Buying and Measuring Ads
- Use Cases for DOOH
- Content Strategies
- DOOH Inventory Types
- Major Players
- Case Study

Stepping Into Digital Out-of-Home

Digital Out of Home - A Brief History

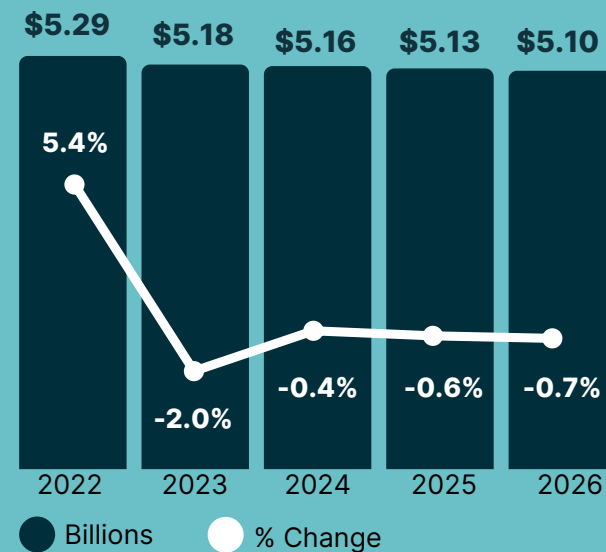
Out-of-home advertising (OOH) can be traced back thousands of years, according to the Out-of-Home Advertising Association of America (OAAA), with the earliest civilizations using it to publicize laws and treaties. The first large-format American poster, measuring 50 square feet, originated in New York advertising the circus in 1851. By 1900, a standardized billboard structure was established in America. As more products entered the market over the century, new and creative ways of reaching consumers became necessary. While billboard OOH advertising remained mainstream, OOH expanded to park benches, transit, restaurants, etc. In 2005, the first digital billboards were installed and forever changed OOH advertising. Digital out-of-home (DOOH) is a subset of the larger OOH category. Instead of interrupting a user's online experience with an ad, DOOH markets to consumers when they are "on the go" in public places in a format that can be automated, targeted, dynamic and interactive.



Growth of DOOH

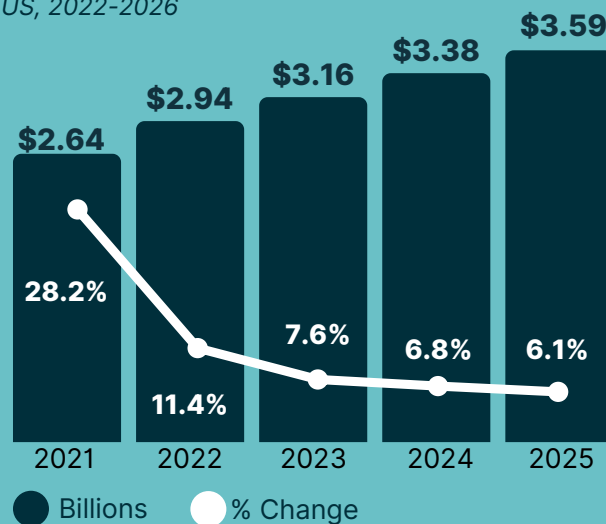
Various studies aggregated by eMarketer suggest ad dollars invested in DOOH today account for roughly a quarter of all OOH spending in the US. Growth can largely be attributed towards an increasingly mobile consumer, in-turn increasing the visibility of out-of-home media. According to the OAAA, Americans now spend 70% of their time outside of the home, an increase of 50% over the past two decades. Furthermore, consumers consume 60% of media via their smartphone or tablet on mobile web and apps, which lends to advertisers' ability to connect with on-the-go audiences across touch points, including DOOH.

Traditional Out-of-Home Ad Spending US, 2022-2026



Source: eMarketer, March 2022

Digital Out-of-Home Ad Spending US, 2022-2026



Source: eMarketer, March 2022



How It's Bought and Measured

How is DOOH Bought?

Direct - Individual IOs and contracts are signed with OOH vendors to secure space upfront within agreed upon parameters. Space is usually secured on a monthly, quarterly or annual basis.

Open Exchange - Inventory is purchased at auction within seconds before the impression is served. The buyer gains control of when and where their ads will be shown. However, some inventory is reserved for direct buys. Advertisers can engage in private marketplace deals to secure more premium inventory through programmatic channels.

Private Marketplace - Priority access to premium inventory like airports and roadside billboards can be secured through private marketplace deals. This allows advertisers to have greater control of creative messaging, timing of ad placements and use of data, while still giving publishers higher yields due to minimum CPM floors. PMP inventory is typically higher in price than open exchange inventory.

How is DOOH Measured?

As a one-to-many medium, multiple people can see an OOH ad each time it is served. Nielsen and Geopath provide US industry standards, based on variables such as speed data, traffic, on-site counts and audience distribution data, for measuring impressions. Geopath does the majority of roadside billboard measurement, whereas Nielsen assigns each type of signage a multiplier based on average views per ad play. If using a DSP, advertisers can use 1x1 tracking pixels to track how many ad plays an ad receives.



DOOH Considerations

When Should I Consider Programmatic OOH?

Lower-funnel Campaign Objectives

Programmatic technologies allow for more nuanced controls of targeting throughout the day, allowing a creative digital media buyer to control spend only when and where a user is most likely to convert, or when it makes sense for their business.

Examples: A coffee brand only advertises before 2pm. A food delivery app optimizes spend towards areas where drivers aren't getting rides. A pharmacy only serves to DMAs where allergy counts are high. A sports team pauses a campaign when tickets sell out.

When Targeting Niche Audiences

For many B2B marketers, out-of-home has been viewed as a mass-market medium, that is rarely leveraged outside of industry events and trade shows. With the smart use of their customer data, planners can more confidently buy screens when their niche audience is most likely to see them.

Example: A trade group targeting architects wants to geofence a four-day conference in Las Vegas. Not only can they also buy the DOOH signage with a radius around the conference and at the airport, but also upload attendee data to continue the campaign for a month after the conference, to reinforce messaging.

When Testing Multiple Creative Messages

With static billboards, the same creative often is deployed for 6 or 12 months at a time. Programmatic creative is deployed with an ad server, allowing for most robust creative testing. Paired with an intelligent measurement strategy, brands can test messages in real-time, before committing to vinyl production. Additionally, by porting other data points creatives can be dynamic and change in real-time.

Examples: A hospital shows current ER wait times, a sports team displays a countdown clock to tip-off, an auto shop displays weather conditions and alerts.



DOOH Content Strategies

DOOH Content Strategies

Content strategy for DOOH placements should be approached differently than typical display or video campaigns. As these placements truly reach people when they are on the go, marketers have just moments to capture the attention of onlookers and leave them with a memorable message.

When designing DOOH assets, there are a number of design components that need to be considered:

- Loop or slot length (if applicable)
- Physical display size
- Resolution of display and aspect ratio
- If sound is available
- Motion types accepted
- File type and maximum size accepted
- Video codec type (if applicable)
- Capabilities: linear, dynamic, data-driven, real-time optimization, etc
- Content restrictions such as adult content, alcohol, violence, drugs, etc.

The content of DOOH ads should not only be relevant to the brand, but also relevant to the location that they are being displayed in. Take into consideration the actual location of the ad (inside, outside, restaurant, airport, etc) when designing assets. It is also crucial for the brand name to be present to drive awareness and ensure that viewers make the brand connection.

Allergen-Triggered Digital Ad



Temperature-Triggered Digital Ad



DOOH Environments

Whether you're a traditional media buyer or a digital marketer, you're probably familiar with standard geography targeting options (street addresses, zip codes, cities, DMAs, states, etc). The Digital Out-of-Home space offers an additional layer of environment targeting which is at the venue-level. The chart below outlines the most common DOOH venue classifications and their corresponding qualities.

Shopping Mall - Indoor or outdoor shopping area traditionally considered a "mall"

Shopping Center - Smaller shopping facility in which a group of stores tend to face the parking lot

Lifestyle Center - Multi-use shopping facility of retail/offices/housing/etc

Outlet Mall - Shopping facility with large parking areas and overflow stores, often outdoor without a food court.

Retail - Store selling one or multiple types of products, in which shoppers spend a moderate amount of time

Food Court - Facility with multiple food vendors and a common seating area

Grocery Store - Store Mainly specialized in distribution of groceries

Convenience Store - Location that offers a variety of goods for purchase - usually a quick shopping experience such as the store in a gas station or a bodega

Bar - Facility where the majority of patrons go for the purpose of drinking

Sit-Down Restaurant - Dining Facility where the majority of patrons sit at a table to order food.

Quick-Serve Restaurant - Dining facility where patrons order food from a counter then sit or leave to eat, or sometimes go through a drive-through



Salons



Elevators



Malls



Car Charging



DOOH Environments Continued

Transit Hub - A multi-modal transportation stop; usually multi-platform and allows pedestrians to transfer between trains, busses, streetcars, light rail, etc.

Transit Station - A stop along a transit line that is unique to one mode of public transportation.

Airport - Regional, international or private airport

Hotel - Hotel, motel or resort

Business - Single business office

Theatre - Single or multi-auditorium venue for watching movies/plays/musicals/etc

Casino - Gambling facility and associate hotel if one exists

Stadium - Sports stadium

Indoor Recreation - Indoor location where patrons spend leisure time but do not necessarily buy anything

Outdoor Recreation - Outdoor location where patrons spend leisure time

Academic Building - Classroom building or library (universities, as well as primary and secondary schools)

Institutional Housing - Housing designed for temporary use

Student Center - Collegiate building designed for multiple purposes such as dining, studying and shopping

Spiritual Center - Place of worship

Gas Station - Gas Station

Rest Stop - Facility along roadway for stopping, often with food, gas and convenience shopping

Movie Theatres



Gas Stations



Bars



Rideshares



DOOH Players

Due to a swift transition to digital, the market for DOOH has evolved into a fragmented ecosystem without uniform industry standards. There are many different players and individual platforms with slightly different methodologies, some of which are not always compatible with an advertiser's current technology. The basic players in the DOOH ecosystem include network owners, technology providers, digital signage CMS platforms and companies that design, manage and support CMS systems once they are installed.



Network owners operate a network or single display such as a digital billboard or displays in an airport.



Technology providers manufacture the actual display hardware which may just be a computer.



A digital signage CMS platform is a software that is usually embedded inside the display

Coegi partners with The TradeDesk and Vistar Media to leverage DOOH campaigns and provide clients access to consumer movement pattern data and cross-screen mobile reach.



Case Study

Digital Out-Of-Home Drives Full-Funnel Performance Lift

Challenge

Coegi was hired by a technology giant to drive national awareness, consideration and purchase intent of their electronic products and services.

Solution

Coegi combined Audience and Geography targeting strategies to reach the client's consumer base while they are outside of the home. Part of this strategy included leveraging Vistar Media's geo-location data to build a custom Small and Medium Business audience. The movement patterns of these consumers were analyzed in order to reach them via DOOH media.

The Vistar platform sorts through 100,000+ venues to find the best screens to reach the target audience. We identified and activated media on those screens with the highest likelihood to reach our custom audience. Coegi then retargeted consumers on mobile to reinforce campaign messaging and drive incremental lift higher.

Metrics

DOOH media drove lift across all KPIs (awareness, consideration and purchase intent), seeing the greatest lift in purchase intent (+9%). Campaign messaging successfully drove larger lift in awareness, illustrating the long-term impact of this strategic messaging. Cross-screen exposure drove the strongest lift over the control at 13%.

Sample Size: 562 exposed, 300 control.



6%

Lift in
Awareness



3%

Lift in
Consideration



9%

Lift in
Purchase
Intent



Optimizations

This campaign was originally targeted 90 venue types. Over the course of the campaign, we allocated more spend towards the venue types driving the most lift.

Naturally, office buildings drove strong performance, but Coegi also discovered that DOOH ads in barber shops and airport terminals were very successful. Both of these locations have high dwell time and less distractions creating a higher likelihood to see the DOOH ads.

To further capitalize on these locations, Coegi entered into private contracts with premium inventory vendors to guarantee a higher impression share in these spaces.

Findings

Throughout the campaign, over 55M impressions were served. These impressions spanned over 37 DMAs with high concentrations of small business owners and decision makers.

This was refined down to 24 Venue Types that showed the highest foot traffic among the core audience and drove the most brand lift.

Driving Full-Funnel Lift with Diverse Venue Types

A diverse venue set is critical in driving successful lift throughout the purchase funnel. In this campaign, casual dining and family entertainment venues generated strong lift across all KPIs.

However, exposure to campaign messaging at office buildings resulted in increased awareness rates, while gym and retail venues generated strong lift throughout the lower funnel.

How Can I Access This for My Clients?

DOOH can be a great strategy for any advertiser able to provide properly formatted creatives for this medium. Speak with a Coegi team member to get a full list of venues available in your target geo and the accompanying creative specs. Creative opportunities differ by venue and can include static and animated ads, large format ad sizes, sound-off or sound-on creatives and more.

To achieve maximum scale, DOOH advertisers should send creatives that can scale across multiple venues. Your Coegi account team can advise on which venues are best for your audience and goals and provide creative requirements accordingly.

Advertisers looking to utilize advanced attribution measurement within a DOOH campaign, as the client did here, should be prepared to allocate a minimum of \$100K to the DOOH campaign for at least 4 weeks. This investment is necessary to meet statistical significance minimums for attribution partners.



55M

Impressions



37

DMAs



24

Venue Types





/ Performance Marketing Agency

Connecting Brands to the Audiences That Matter Most

About Coegi

Coegi is a performance marketing partner for brands and agencies that is enabled with a best-in-class technology stack to deliver custom digital solutions to meet your goals. Our team is made up of practitioners that strive for innovation and progression while treating brand dollars with the accountability of performance media.

Using data-backed personas, we create an audience targeting channel strategy brought to life with a continual “test & learn” approach toward optimization. This is all supported with a strong measurement strategy to ensure each and every channel contributes back to the established business goals.

For more information, visit:

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Capabilities

Programmatic

Display
Online Video
Native
CTV/OTT
Streaming Audio
DOOH
Paid Search

Paid Social

Facebook
Instagram
Twitter
LinkedIn
Snapchat
Pinterest
TikTok

Strategic Services

Research
Planning
Strategy
Audits
Technology Vetting

Influencer

Facebook
Instagram
Twitter
LinkedIn
Snapchat
Pinterest
TikTok