

5

**myths about
programmatically DOOH**

busted



How to unlock the potential
of this unskippable, targeted and
highly visible form of advertising

campaign

VIOOH

There's no doubt that programmatic digital out-of-home advertising (DOOH) is on the rise.

According to a recent eMarketer forecast, programmatic digital OOH (pDOOH) ad spend is predicted to reach an impressive \$116.5 million in the UK next year and will be 10.6% of overall digital OOH spend – a 2.8% increase from this year's forecast.

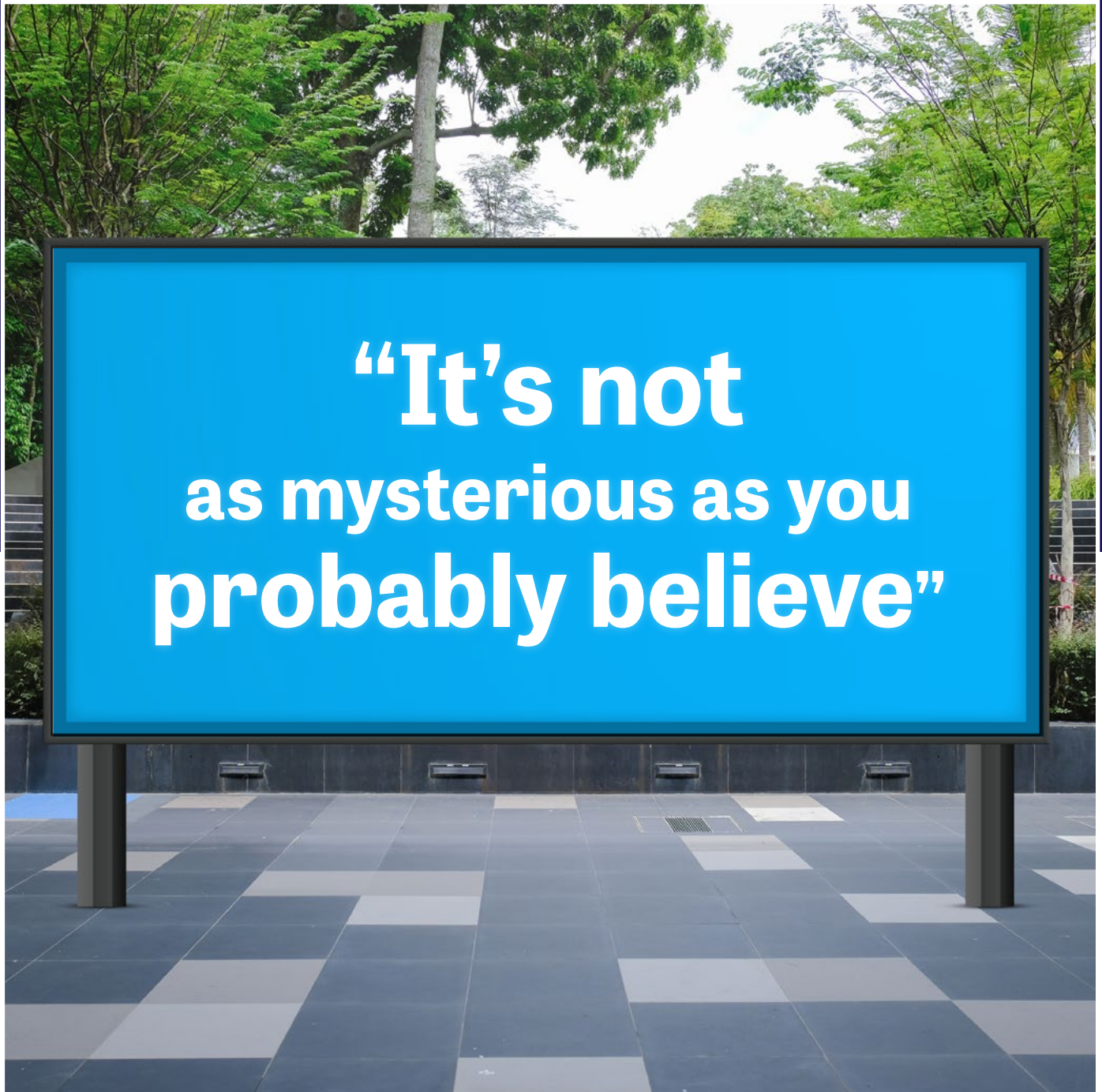
In addition, the consolidation of DOOH owners and assets, and stronger standards behind data, measurement and programmatic advertising in general have resulted in great leaps forward.

Nevertheless, there is still some hesitancy around programmatic DOOH and the following myths about the medium still persist:

- ◆ **Programmatic DOOH operates differently to other digital/ programmatic channels and needs specialist knowledge to guide it**
- ◆ **Programmatic DOOH results are difficult to measure and prove ROI. It is therefore not cost-effective**
- ◆ **Programmatic DOOH has no place in a multichannel campaign and shouldn't be considered alongside other digital channels**
- ◆ **DOOH is only good for branding**
- ◆ **DOOH is only suitable for large enterprises, as opposed to small/medium-sized**

Campaign, in association with VIOOH, addresses each of these myths and, with the help of respected media agency voices, busts them.





Myth 1

Programmatic DOOH operates differently to other digital/ programmatic channels and needs specialist knowledge to guide it

Digital signage is a relatively new form of advertising and has only represented a small fraction of total OOH inventory. Therefore, despite DSPs and SSPs successfully increasing the automation of buying and selling media, there was some confusion over what exactly a programmatic DOOH buy was. There was not sufficient supply to enable the algorithms at the heart of programmatic to truly do their jobs and identify better value and closer targeting.

However, in the past four or five years, DOOH has been better integrated with the wider digital sales offer, particularly linking to programmatic mobile in omnichannel buying platforms. On the demand side,

programmatic tools have become more accessible to buyers without specific DOOH expertise. There has been a democratisation of the process on both sides within the omnichannel offer. More than half (56%) of buyers globally have planned DOOH alongside other digital programmatic campaigns. Today, some 84% of media agency buyers plan on integrating programmatic DOOH more closely into multichannel campaigns (*VIOOH Programmatic OOH State of The Nation, 2021*).

“The protocol and process of buying is (now) seamless and synergistic with other programmatic buying of other channels. It affords flexibility, price efficiency, audience accuracy and scale,” says Gavin Wilson, chief revenue officer, VIOOH. “As more media owners ensure their digital screens are accessible in a programmatic and not just ‘direct’ buying format, DOOH has exploded into life as buyers apportion the same ‘audience led’ strategy to the outdoor marketplace as seen across other channels.”

“You need a blend of specialist knowledge,” emphasises Akama Davies, global practice lead, digital OOH at Xaxis. “We’ve seen over the years that having that blend of knowledge of the programmatic ecosystem and the old-school reach and frequency and asset selection is key.”



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84%

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**“It’s
good
value
for
money
– and we
can prove it!”**



Myth 2

Programmatic DOOH results are difficult to measure and prove its ROI. It is not cost-effective

The long-held assumption that DOOH can be expensive may in reality be a hangover from those early days in which inventory was relatively limited and came at a premium. Today, prices are on a par with video and cheaper than premium video. But the secret to DOOH's growth lies in a combination of flexibility and improved measurement.

The ability to shift budgets from low-performing locations to higher-performing ones, or in-flight optimisation, is key to budget optimisation, as is the value inherent in the size and public nature of the screens compared to premium video. 'Always-on' deals, where the DSP has a continuously running deal set up for a media owner's inventory and is able to utilise



it with some pre-agreed conditions, makes DOOH cost-effective for brands wanting to easily activate programmatic DOOH with no minimum spend commitment. But, because of the technological leaps of the past decade, the ability to view DOOH as a broadcast channel with programmatic capabilities is vital in its repositioning as a value medium.

"Accurately measuring programmatic DOOH campaigns once seemed light years away," says Spark Foundry's head of performance insight, Azad Ali. "However, both DOOH specific buying platforms, as well as early adopting multi-channel DSPs, have made it far more straightforward to measure campaign impact online."



18%
increase in video completion rates



2x
increase in footfall to stores



▶▶ **“DOOH ads are seen by real people, not bots – and the results are measurable”**

“The technology of how we can use device IDs and cross-channel optimisation has improved, so we can now see the direct effect of using OOH alone,” adds Davies. “It’s a great performance driver – in some cases, we have seen increases in video completion rates of 18% and we have also been able to double footfall to stores.”

Measuring DOOH today as part of an omnichannel campaign has greatly increased perception of the medium, with 81% of media agency executives believing it represents good value (*VIOOH: Programmatic OOH State of the Nation, 2021*). Attribution is also important. Unlike in some digital video campaigns, programmatic DOOH ads are fraud-free and ad-block resistant. And, 100% of the spend through pure-play SSPs like VIOOH Exchange goes on the campaign. There are no platform commissions or fees.

Simply put, DOOH ads are seen by real people, not bots – and results are measurable. For example, Nespresso used dynamic creative to stabilise footfall times throughout the day, resulting in a 19% increase in total sales and 5x the return on total investment. Burger King recently used mobile datasets to create and target audience segments of fast-food lovers using programmatic DOOH, and combined this with targeting around selected restaurants. Live footfall tracking enabled optimisation towards the best performing DOOH locations, making the best use of the campaign budget.



81%

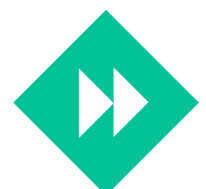
of media agency executives believe DOOH represents good value



5x

was the return on total investment when Nespresso used dynamic creative to stabilise footfall times





Myth 3

Programmatic DOOH has no place in a multichannel campaign and shouldn't be considered alongside other digital channels

Studies like JCDecaux's *Out of Home and Mobile Compendium* point to a 58% increase in reach among pedestrians and 69% among car drivers for DOOH over Analogue OOH (based on eye-tracking). DOOH is particularly effective when used in combination with audio or CTV and mobile: 29% of consumers have ordered a product online after consciously noticing OOH. The ease of access via omnichannel DSPs have further debunked this myth.

"[DOOH] is the most public screen possible," says Kursat Cetinkoz, head of business development at Ingage Media, Turkey. "If you also have knowledge of mobile providers, if you also have the right apps, it creates a big opportunity in the cookieless world."



OOH has traditionally been known as a high-impact channel. The addition of programmatic has allowed it to be relevant at all stages of the purchasing funnel. Using mobile datasets to cross reference with location-based data, advertisers can track whether a user has visited specific locations or used a mobile for a transaction after being exposed to OOH advertising.

Schroders, for example, achieved an astonishing 80%+ click-through rate (CTR) increase for its campaign, using DOOH complementing mobile retargeting over Yahoo!'s omnichannel DSP – again targeting high footfall traffic time periods in the day. DOOH clearly suits both upper and lower-funnel campaigns.



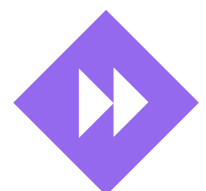
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Myth 4

DOOH is only good for branding

The efficacy of OOH for branding has long been established, but its relevance in performance has been under-appreciated. It's the flexibility that adding digital to the OOH mix, married to programmatic and measurement, that has enabled the performance value of DOOH to be acknowledged. Inherently, OOH is a 'one to many' medium, but pDOOH allows advertisers to serve contextually relevant ads in real-time and with true brand safety.

"Prior to working in the OOH sector, my view from the outside was very much that this channel is predominantly used for branding," says Jem Djemal, global new business lead, VIOOH. "It's only taken a few months for me to have a change of view, particularly from a programmatic DOOH perspective. The flexibility to apply day-part targeting, and the ability to utilise data triggers and measure footfall as well as brand uplift, provides advertisers with the opportunity to position pDOOH at different stages of the funnel."

Billboards are now able to react to changing conditions in real time, with trigger-based targeting and trading, allowing advertisers to maximise campaign effectiveness and make the best use of their budgets. The flexibility that programmatic offers helps bust the myth that OOH is only good for branding.

"OOH is an old technology. We know it," Cetinkoz says. "In the past, we used it without targeting, then it evolved. Now, it's no different from other digital media in terms of targeting. But today, with issues of privacy, a public screen feels less threatening than if I was using a mobile. It's neuroscience."

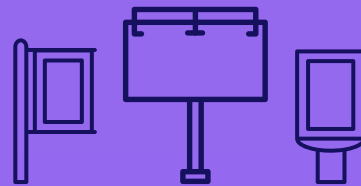
"Billboards are now able to react to changing conditions in real time, allowing advertisers to maximise campaign effectiveness and make the best use of their budget"





Spark Foundry's Ali adds: "DOOH remains a little further up the funnel than typical performance channels such as paid search or programmatic retargeting. Nevertheless, it can very much fit in to complement programmatic display and video channels as a high impact, highly relevant creative format."

For example, e-retailer ASOS ran a campaign in summer 2021 using street furniture in London to target fashion-conscious audiences. It was the single largest programmatic DOOH activation in the UK, and not only did it achieve a 10% brand uplift, but it also increased market share of ASOS against its competitors by 1% – a dual result showing both brand and performance success.

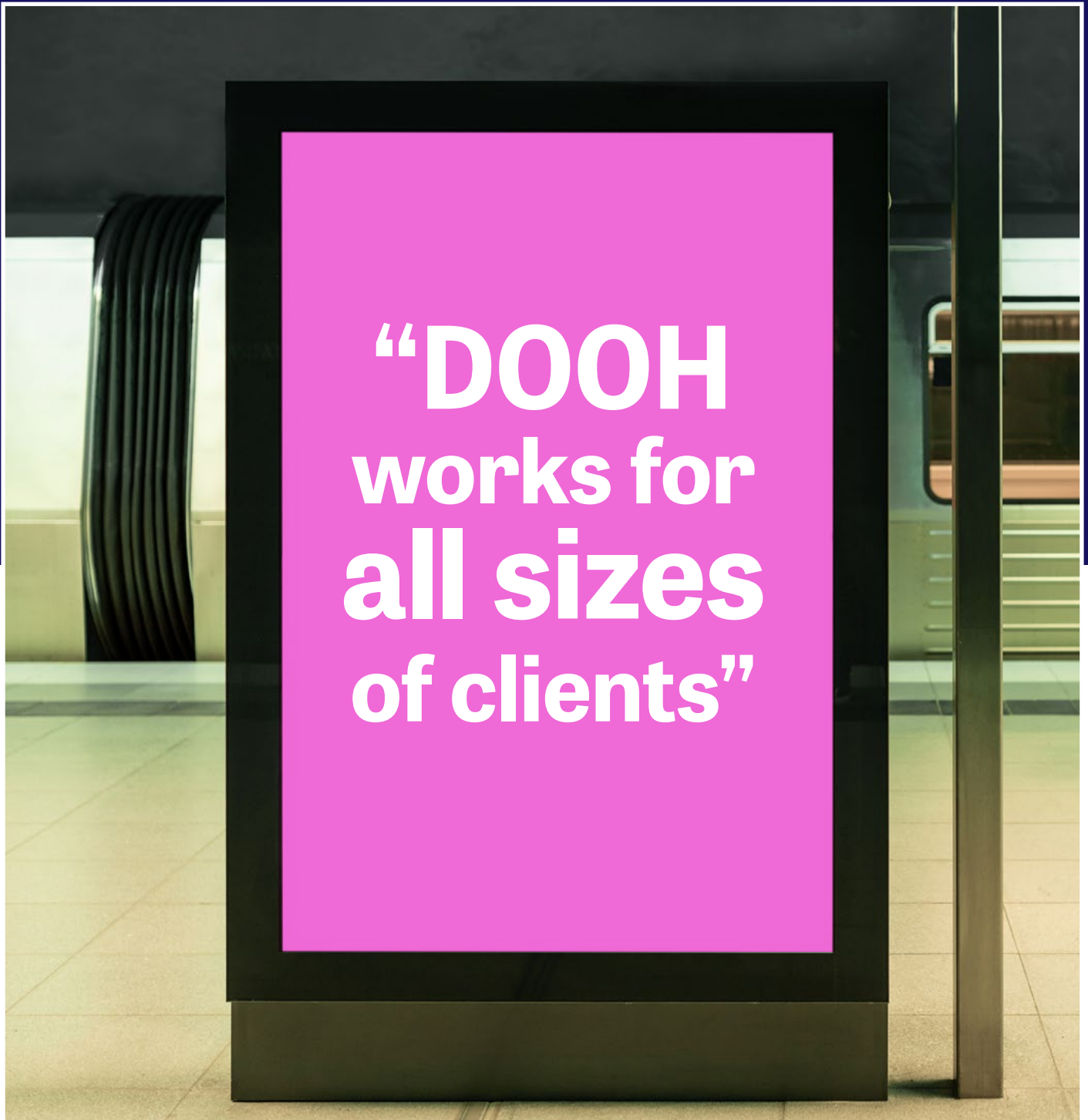


10%

brand uplift is what the single largest programmatic DOOH activation in the UK achieved

“DOOH can very much fit in... as a high impact, highly relevant creative format”





Myth 5

DOOH is only suitable for large enterprises as opposed to small/medium-sized businesses

In earlier years, DOOH's relative lack of inventory and inability to be bought programmatically meant that it could be seen as not cost effective for small and medium-sized clients. Today, lower barriers to entry because of greater availability of inventory and significantly lower, or in some cases, no minimum budget requirements mean that campaigns really can be tailored to almost any objective.

There is greater programmatic agility via the ability to turn campaigns on and off, making it attractive to smaller and medium-sized clients. Dynamic creative allows for scalability, which allows for challenger brands to turn to DOOH to brand build. Digital billboard space is no longer found exclusively in big city centres, but in smaller towns, in airports, on buses and trains. The result is a lowering of the cost of entry meaning that smaller brands, or location specific ones like restaurants and estate agents, can make themselves visible in local spaces to engage with a 'ready to buy' audience.

Cetinkoz explains: "Previously in OOH, I had to invest in printing; the screens changed every Tuesday, it was inflexible. Today, digital is environmentally friendly, shareable and contextual. When it rains, I can show umbrellas. And, today, I can run a campaign from here in Turkey to target a farmer on a rural site in England."

Advertisers, like the broadcaster bwin, have employed creative dynamic optimisation (DCO) in Belgium to great effect, using JCDecaux Belgium and Displayce assets to generate ads for betting odds three hours before kick-off, but only on screens close to where the match took place. Meanwhile, Crack'd in the UK, a challenger 'egg substitute' brand used DOOH, TV and mobile to target 'vegan hotspots' in the UK, as well as locations near Crack'd stockists. These, like so many smaller clients, are able to embrace OOH primarily because of the budget and location efficiency that digital and programmatic allows for.



“There is greater programmatic agility, making it attractive to smaller and medium-sized clients”



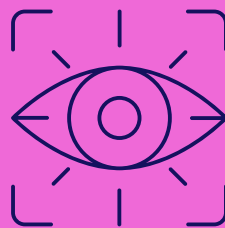


“Unlike channels such as display, the inventory is 100% viewable with an audience volume per screen measured by independent businesses, meaning SMBs are utilising a brand safe, highly targeted and measurable media channel suitable for any size budget,” says Wilson.

“The level of accessibility has changed this. You can be more flexible in your planning,” argues Davies. “There is a lot more place-based media. There’s no smallest-size budget minimum, no cancellation fees. For a lot of small enterprises with bricks and mortar and online, DOOH can almost be an extension of the shopfront.”

Or, as Cetinkoz concludes: “Now, in times of change, as we emerge from the pandemic, we learn from investing and making mistakes. Whoever uses DOOH now will be taking advantage of low cost of entry and high ROI. I believe it’s sexy.”

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100%

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About VIOOH

We connect media buyers and sellers across the globe using a custom, full-stack platform. We're live in 16 countries with more to follow, we've built partnership agreements with 36 DSPs, and operate exclusively on premium digital OOH sites from multiple media owners.

viooh.com

VIOOH