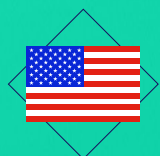


## Programmatic DOOH 2022

US white paper



# State of the Nation

partnered with research partner

mtm

# Content

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# Executive summary



**In June 2022, VIOOH partnered with MTM to survey 1,000 agency and advertising executives across the US, UK, Germany, France and Australia on their perceptions of programmatic digital out-of-home (DOOH), their approaches to planning and buying, comparisons to other media, and the future of programmatic DOOH.**

In the US, growth in programmatic DOOH over the last 12 months has been driven, in part, by a widespread preference for agility in campaign strategy and execution as a result of the COVID-19 pandemic. Recognizing that buying DOOH programmatically enables flexibility to respond to changing consumer behavior and contexts, demand for programmatic DOOH has increased from advertisers across all sectors, with US media executives reporting increases in both the number of advertisers investing in the channel, and the amount of budget invested.

Media executives in the US recognize the efficiency achieved through programmatic activation (i.e. minimal wastage due to trigger-based activation), and the brand safe environment afforded by a public screen format as key drivers in the growth of programmatic DOOH to date, and believe that these attributes will continue to encourage spend increases in the channel over the next 18 months.

In line with executives globally, media executives in the US identify the ability to employ a wealth of different data sources to target consumers at a granular level as an important strength of programmatic DOOH. Many are excited about the prospect of overlaying real-time audience data to target consumers and optimize campaigns and believe that the ability to do this across campaigns will prompt further growth in the channel.

Opting for an omni-channel approach to planning and buying campaigns is now standard practice for many. As such, programmatic DOOH is frequently bought alongside other channels, with social media, digital video and digital audio the most popular channels to pair it with, according to US media executives.

Within this context, US media executives have pointed to the importance of robust, unified measurement solutions in articulating the value of programmatic DOOH, and isolating its effect within multi-channel campaigns. Similarly, the provision of best practices in data activation will help US media professionals boost the effectiveness of programmatic DOOH campaigns, and educate clients and colleagues on how to extract the most value out of programmatic DOOH campaigns.

Despite challenges, demand is expected to continue to grow over the next 12 months, with more campaigns in the US expected to include programmatic DOOH and US media executives planning to increase investment. Moving forward, executives plan to continue investing in in-house programmatic DOOH expertise, focusing on upskilling and educating programmatic, OOH and cross-channel planning desks to increase programmatic DOOH's presence on plans.



# Introduction

**Programmatic digital out-of-home (programmatic DOOH) has caused quite a splash in the world of out-of-home advertising. Whilst the advent of programmatic buying (technology-enabled automated transactions of ad inventory) within digital advertising dates back a couple of decades, the technological capabilities of programmatic that enables advertisers to scale and precisely target specific audiences, and optimize campaigns in real-time, were only extended to out-of-home in more recent years.**

Since then, advertisers have been increasingly open to taking advantage of the benefits that programmatically-enabled OOH provides, enjoying greater flexibility in campaign execution and the ability to target relevant audiences at key moments to drive sales outcomes. However there remains scope for further growth in the channel.

This white paper, based on an extensive survey of media executives across five of the largest markets globally, looks at the US market specifically and in comparison to global averages. It discusses some of the big questions for programmatic DOOH for today and in the future: How comfortable – and knowledgeable – are digital and OOH media professionals on programmatic DOOH and its benefits? How will investment levels change for this channel in the future? What barriers need to be overcome to facilitate further adoption and growth?

VIOOH partnered with MTM to survey 1000 media executives from media agencies and brands across the US, UK, Germany, France and Australia to understand the industry's perceptions of programmatic DOOH, and how it contributes to omni-channel strategies. This multi-market approach, gathering opinions from across the industry, provides an unparalleled perspective at global and local levels to understand the State of the Nation of programmatic DOOH.



# Programmatic DOOH: Distinctly unique

**Whilst programmatic DOOH is closely related to direct or automated DOOH, there are several key points of difference that separate the two.**

Direct DOOH is pre-planned, and bought in advance of activation via media owners, agencies, and OOH specialists. When a direct DOOH campaign is bought, a time frame for the campaign is agreed and set, and specific days and times to display the nominated creative are outlined. Media owner, first party client or agency data is employed to define and target desired audiences, and advertisers and agencies work with the OOH media owner directly to manually align their DOOH audiences and activity with other digital channels on the plan. Following the conclusion of a DOOH campaign, brands and agencies can look at the impact on their branding and sales metrics, as well as measuring footfall.

Conversely, programmatic DOOH inventory is bought in real-time or near real-time through demand side platforms (DSPs) that facilitate ad exchanges via private marketplaces (PMPs) or Open Exchanges using open real-time bidding (RTB). Unlike DOOH, programmatic DOOH does not require upfront commitments or predefined schedules, enabling advertisers to buy inventory in real-time, and optimize campaigns in-flight. Brands and agencies can use a range of data sources, including third party data, to inform activation and targeting of campaigns, and a single buy-side platform (DSP) for multiple digital channels enables automated targeting and optimization across touchpoints with minimal wastage.

Additionally, trigger-based targeting and activation allows brands to ensure maximum relevance of creative, by optimizing for triggers which are contextual (location, weather, time, presence of audience) and/or non-contextual (promotions, sales data, major events). Additionally, advertisers don't have to sit and wait to review the campaign performance. Near real-time reporting permits advertisers to observe which locations are performing the best or worst, and optimize their campaign by moving spend to locations that are performing well.





## Current adoption of programmatic DOOH

Appetite and demand for buying digital OOH programmatically has markedly increased over the last few years. It's no secret that the technical capabilities of the channel have evolved significantly since its inception. Today, advertisers can overlay a wealth of data sources to target audiences with laser precision. This, coupled with the flexibility that programmatic digital OOH offers to optimize campaigns in-flight, has afforded advertisers greater opportunities to access relevant audiences in the right place and at the right time.

As outlined in our previous State of the Nation reports, the COVID pandemic that characterised 2020 and 2021 prompted an uptick in adoption of programmatic DOOH. Major shifts in audience behavior forced advertisers to re-evaluate campaign execution strategies, ditching set-in-stone pre-bought campaigns in favor of more flexible means of activation (e.g. programmatic activation).





# *It's been a boom time for programmatic. The pandemic precipitated a change in behavior that pushed forward advertisers plans*

Whilst the day-to-day effects of the pandemic are largely over, advertisers have become accustomed to agility in campaign strategy and execution, and greatly value the ability that programmatic buying affords to quickly respond to changing consumer behavior and reach audiences where they are. **In the last 18 months, over half (56%) of campaigns (+9% pts vs. 2021) in the US have included programmatic DOOH (vs 51% globally).**

**56%** OF US CAMPAIGNS IN THE LAST 18 MONTHS HAVE INCLUDED PROGRAMMATIC DOOH

In addition, low barriers to entry (relative to its traditional counterpart) means that a significant number of advertisers who have not previously spent on OOH are now taking a test-and-learn approach with programmatic DOOH, reaping the benefits of its hybrid broadcast/digital nature (i.e., public-facing screens with the flexibility and granularity of digital).



*"The thing that's really fuelled programmatic DOOH in the last few years is the COVID pandemic, and I think a lot of clients all of a sudden are more interested in programmatic purely for its flexibility. For example, if acquisitions are down, they can just adjust accordingly"*

Martin Porter  
Head of OOH, Dentsu US

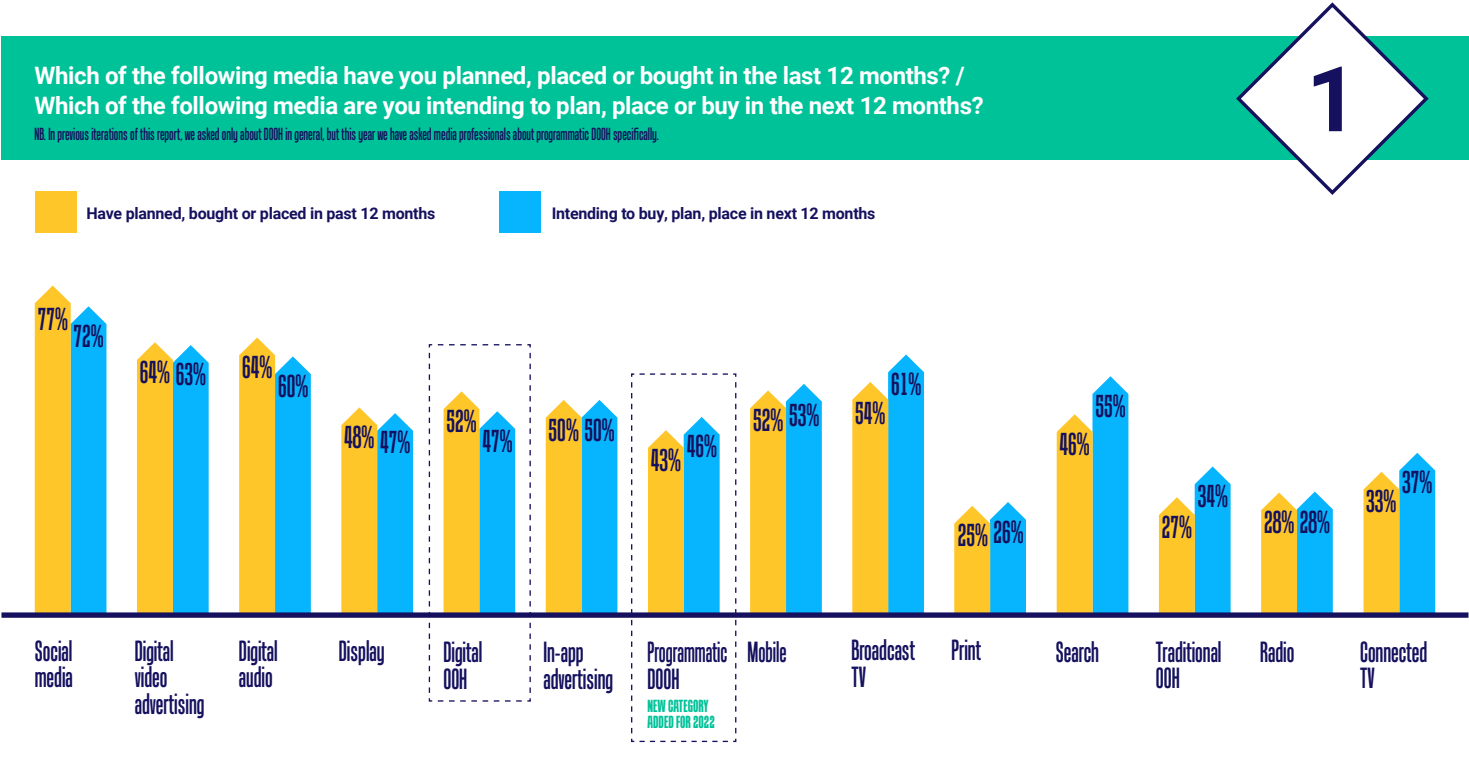
*"It's been a boom time for programmatic. The pandemic precipitated a change in behavior that pushed forward advertisers plans to incorporate it into always-on activity or at the least, to test programmatic activation. Many observed the efficacy and efficiency that programmatic enables, as well as its ability to build frequency. These are the benefits to the way that all other media is bought, for the most part, so it makes sense to extend those same benefits to OOH"*

Adrian Witter  
Programmatic OOH & Partnerships Lead, Kinetic US



Interest in programmatic DOOH is coming from advertisers across all sectors, although it is particularly popular in sectors where contextual or location-based messaging is most relevant (e.g. auto, CPG, retail, tourism).

Demand is expected to continue to grow over the next 12 months, with US executives signalling that they are likely to increase investment. **43% said they have planned, bought or placed DOOH programmatically in the last 12 months (vs 46% globally), and this is set to increase to 46% in the next year (vs 48% globally).**



Notes: Considering all media types we selected less than in 2021, we recommend focussing only on 2022 data and that PDOOH show growth opportunity in next 12 months while other media types show stability or likely decrease in investments  
1) Social media includes Facebook, Instagram, Twitter etc. 2) Digital audio includes streaming audio, streaming and podcasts 3) Search includes pay-per-click 4) Display excludes social media 5) Mobile excludes in-app advertising 6) Broadcast TV excludes TV advertising served via the internet  
Source: A8. Which of the following media have you planned, bought or placed in the last 12 months? A9. Which of the following media are you planning to, or open to advertising for in the next 12 months?  
Base size all respondents (176)



“Every year we are seeing more clients buy DOOH programmatically. Where we see programmatic digital OOH used the most is with telecoms and tech brands because they are often looking to acquire new users and need to build frequency. It’s also popular with CPG, retail and sports betting clients for similar reasons”

Martin Porter  
Head of OOH, Dentsu US



Whilst some advertisers in the US are converting existing traditional and DOOH budgets to buy programmatic DOOH, there is also significant growth coming from new budgets, and from other digital and traditional channels. **50% of US media professionals (vs 37% globally) say they have added new budgets to programmatic DOOH, 26% (vs 21% globally) have moved budget from other traditional channels, and 19% (vs 21% globally) have utilized existing digital budgets.**

If budget is going to be increased for programmatic digital out-of-home, where is this budget being moved from?

2

61% TRADITIONAL OOH

50% NEW BUDGET ADDED

26% OTHER TRADITIONAL CHANNELS

19% OTHER DIGITAL CHANNELS



Notes: Source C4.1 If Budget is going to be increasing for programmatic digital out-of-home, where is this budget being moved from?  
Base size: all increasing PDOOH or DOOH (210); agency (105); advertiser (105)

//  
*Every year we are seeing  
more clients buy DOOH  
programmatically*



# Drivers of programmatic DOOH adoption

Programmatic DOOH delivers a range of benefits for advertisers.

Buying OOH programmatically adds a layer of agility to campaigns that cannot be delivered through traditional OOH. For example, advertisers can reduce wastage and maximize campaign effectiveness by harnessing trigger-based buying to quickly react to what is happening in the outside world in real-time. Furthermore, the ability to trigger or target based on contextual data (e.g. weather, location, demographic of people who live/work nearby) provides brands with certainty that their messaging will have maximum contextual relevance to deliver results. **35% of media executives in the US believe that this efficiency is a significant strength of programmatic DOOH, ranking it as the top reason (#1 in US vs joint #2 globally) for increasing spend in the channel over the next 18 months.**

Furthermore, whilst programmatic DOOH affords advertisers all the flexibility and efficiency benefits of digital, its one-to-many format also offers a brand safe environment that cannot be guaranteed via other digital channels, due to the existence of bot/click fraud. **Executives in the US particularly value this attribute of the channel, and selected it as one of the primary reasons (ranked joint #1 in the US) for spend increases in the US in the near-term.**



*“Buying programmatically enables buyers to utilize resources such as weather or sales data whilst enabling a level of autonomy unavailable when buying direct. Given the huge scale of the US market, very very few advertisers exist who have budget to cover the whole country, if buying direct with such dynamic data overlays. Programmatic alleviates that issue, allowing buyers to activate campaigns off local data points – when there is sufficient stock at retail partner locations and when weather conditions reach a certain threshold – at national scale. Programmatic OOH has clearly carved out a use case of where and how it’s effective that is being further enhanced by the ability to effectively contribute and measure impact on sales”*

Adrian Witter  
Programmatic OOH & Partnerships Lead, Kinetic US

More broadly, the ability to overlay a variety of different data sources to inform activation (e.g. contextual data, mobile data, audience data, sales data, availability of merchandise stock) enables programmatic DOOH to target consumers at a hyper-granular level. US media executives recognize this as a key driver in the growth of programmatic DOOH, **with a third of US executives (33%) selecting audience targeting as an important factor (ranked #2) likely to influence spend increases over the next 18 months.**

You mentioned that you were looking to increase spend for the following in the next 18 months, what are the main reasons for this growth?

3

35%

Further value from the efficiency and effectiveness of transactions

35%

Brand safety, including lack of bot / click fraud

33%

Audience targeting

32%

Great context for advertisers

31%

Precision, eg. targeting certain frames, locations, audiences, performance metrics or using triggers

**Notes** Precision means targeting certain frames, locations, audiences, performance metrics or using triggers  
Source: C4. You mentioned that you were looking to increase spend for the following in the next 18 months, what are the main reasons for this growth?  
Base size: all who place PDOOH (176)



*“The opportunity for programmatic OOH in the US is bigger than in any other market because of the diversity of media owners and media formats available at scale nationwide. Programmatic can simplify buying while enabling advertisers to prove out the value via attribution”*

Adrian Witter,  
Programmatic OOH & Partnerships Lead, Kinetic US

*“We can match our panel data with mobile phone location data and then build out a heat map based on postcode data. We can see where that audience is at its highest density and buy any inventory that falls into that geographical area”*

Martin Porter,  
Head of OOH, Dentsu US

*“I have rarely heard anyone rave about a mobile banner ad. OOH consistently performs well for driving attention, interest and desire but research and better attribution methods show it’s increasingly effective at driving action”*

Adrian Witter  
Programmatic OOH & Partnerships Lead, Kinetic US

Moreover, advancements in the technical capabilities of DOOH continue to deliver new and innovative opportunities for advertisers to reach and engage with audiences. For example, advertisers are taking advantage of the ability to use dynamic creative (e.g. 3-D, video, etc.) to deliver relevant messages in real-time and engage with audiences in creative and meaningful ways.

As a result, it's no surprise that executives in the US continue to select DOOH (47%) as one of the top three media types (vs 43% globally) developing the most innovative opportunities for advertisers.

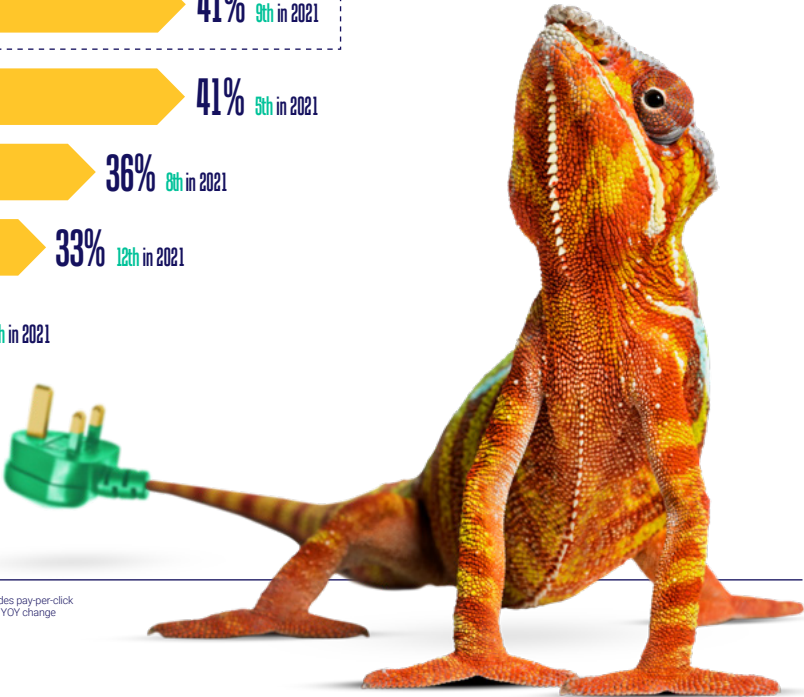
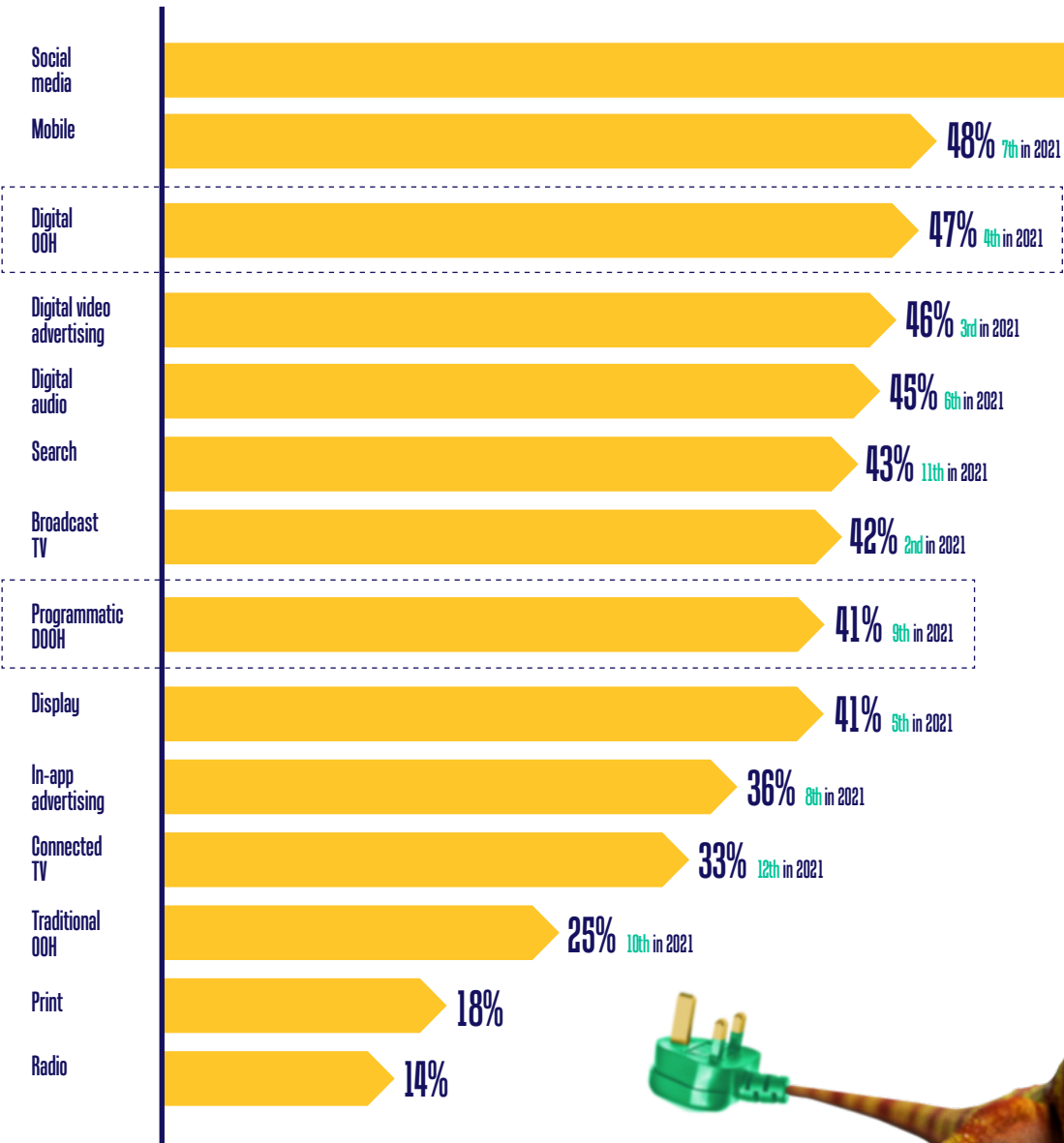


# The opportunity for programmatic DOOH in the US is bigger than in any other market



## Which of these media are developing the most innovative opportunities for advertisers?

NA. In previous iterations of this report, we asked only about DOOH in general, but this year we have asked media professionals about programmatic DOOH specifically.



Notes: 1) Social media includes Facebook, Instagram, Twitter etc. 2) Digital audio includes streaming audio, streaming and podcasts 3) Search includes pay-per-click 4) Display excludes social media 5) Mobile excludes in-app advertising 6) Broadcast TV excludes TV advertising served via the internet 6) % refers to YOY change Source B7. Which of these media are developing the most innovative opportunities for advertisers?

Base size all respondents (200)



***There is so much fragmentation in the US. Programmatic corals all of that inventory together, and it can cover almost all formats, which is a huge benefit***



***"We've been able to grow programmatic DOOH in the US at a substantial rate. Programmatic opens the door to multi-format, multi-environment media activations. There are gyms, malls, restaurants, office buildings, taxis, a host of alternative quality placement screens in the US that make up tens of thousands of inventory options. That variety and the ability to have a density of screens in key markets gives programmatic buying an advantage. The market is highly fragmented, with dozens of media owners accessible programmatically, that would prove logistically challenging to replicate on a traditional plan. Programmatic consolidates the inventory together, and it can cover almost all formats, which is a huge benefit"***

**Adrian Witter**  
Programmatic OOH & Partnerships Lead, Kinetic US



# Programmatic DOOH as part of the omni-channel media mix



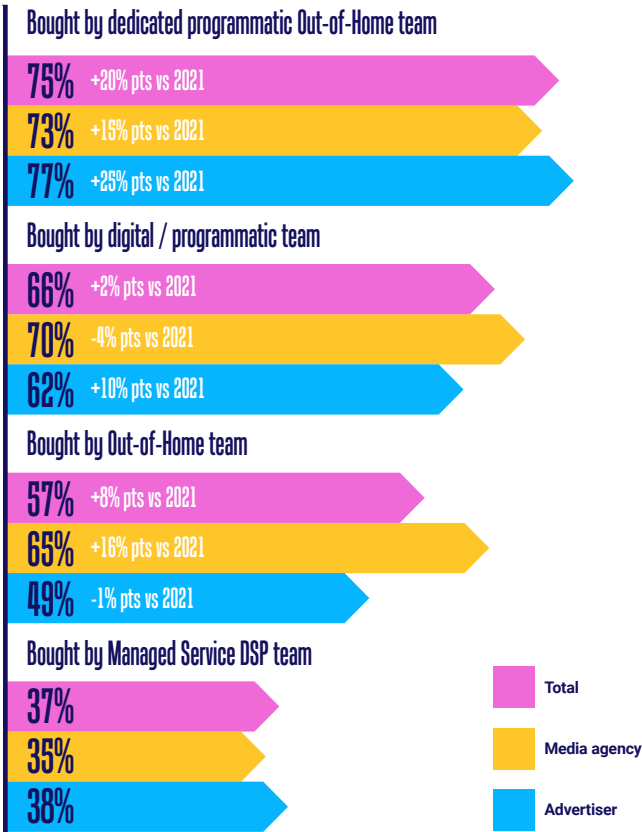
Today, it is standard practice for advertisers to take an omni-channel approach when planning and buying programmatic campaigns, and this is now extending to include digital out-of-home.

Buying programmatic DOOH alongside other programmatic channels delivers a range of benefits to advertisers. An integrated, omni-channel approach provides advertisers with access to the same audience across multiple touchpoints, enabling them to reinforce campaign messaging and build frequency. In the same way, a single view of a campaign enables advertisers to manage frequency capping, as they are able to monitor campaign exposure and turn on/off different channel activations as needed.

This shift towards an omni-channel strategy is reflected in the teams that are buying programmatic DOOH. As with advertising executives globally, this year advertising executives in the US are reporting a decrease in buying through OOH teams (-1% pt in the US vs -4% pts globally) and an increase in buying through digital/programmatic teams (+10% pts in the US vs +7% pts globally).

How has the programmatic Out-of-Home advertising you have placed/planned or bought in the last 12 months typically been planned?

5



Notes Source: C2. How has the programmatic Out-of-Home advertising you have placed/planned or bought in the last 12 months typically been planned?  
Base size: all who place PDOOH: agency (83), advertiser (93)



*"Clients are trialing programmatic DOOH in an omni-channel mix to drive action as part of performance campaigns. With programmatic DOOH messaging can be adapted based on the location of the display and the mindsets associated to the people based on the time and venue. We consider all those attributes and advise clients adjust messaging to encourage activation, such as search across Google, or scan a QR code. We can optimize based on basic information like when impressions are being delivered to analytics studies, footfall, app downloads, even website visits. So in that sense, programmatic DOOH bridges the gap between physical advertising and digital"*

Adrian Witter  
Programmatic OOH & Partnerships Lead, Kinetic US

***We use out-of-home to bridge the gap between physical advertising and digital***



As such, channels that can be bought programmatically remain the most popular channels to run alongside programmatic DOOH, with US executives ahead of global averages by selecting **social media as the most likely pairing for both performance (64% in the US vs 56% globally) and brand-led campaigns (62% in the US vs 51% globally)**, closely followed by digital video advertising and digital audio.

**It's generally agreed that OOH, social and TV amplify each other**

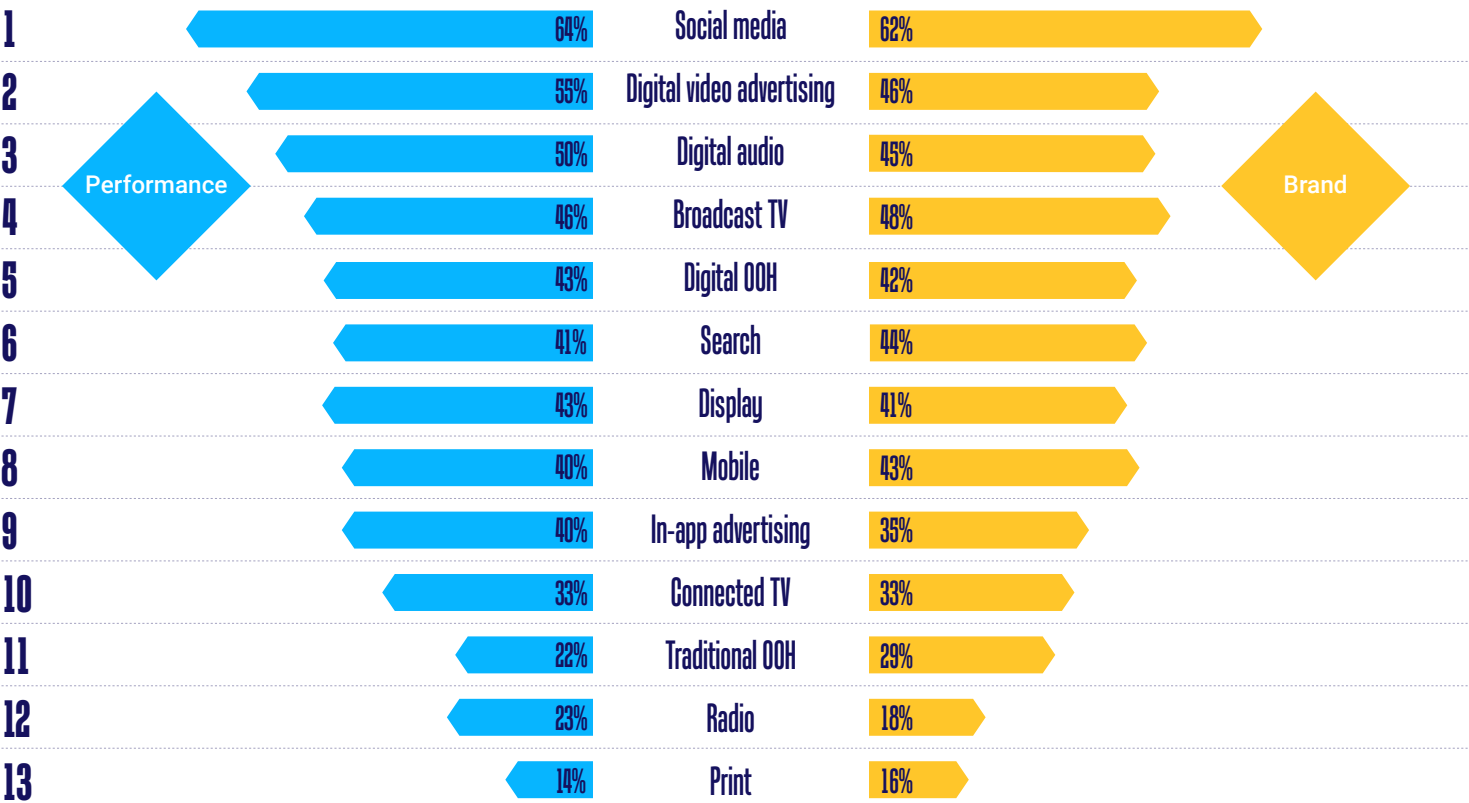


*"OOH helps to create more impact in other channels. It's generally agreed that OOH, social and TV amplify each other. Running those together provides massive dividends in terms of influencing intention to purchase"*

Adrian Witter  
Programmatic OOH & Partnerships Lead, Kinetic US

Thinking about performance/brand-led campaigns, which channels would you consider running programmatic DOOH alongside?

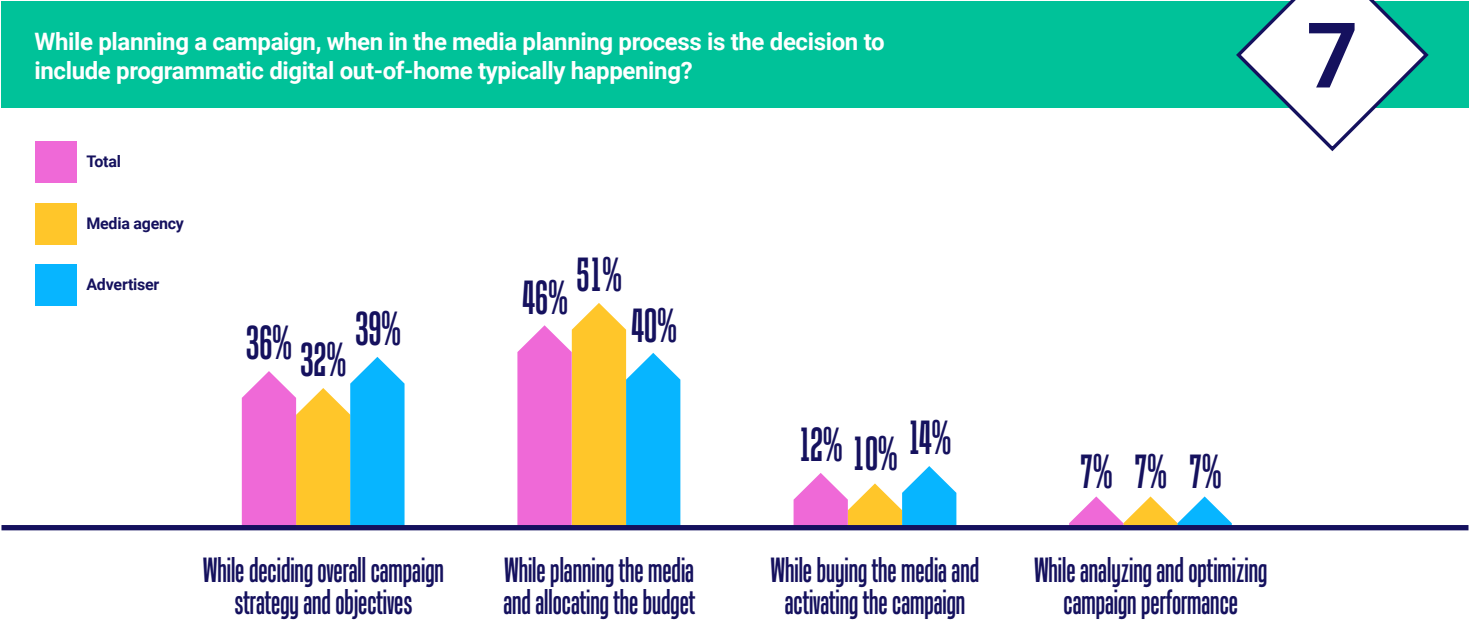
6



Notes: 1) Social media includes Facebook, Instagram, Twitter etc. 2) Digital audio includes streaming audio, streaming and podcasts 3) Search includes pay-per-click 4) Display excludes social media 5) Mobile excludes in-app advertising 6) % refers to YOY change  
Source: 01/02 Thinking about performance /brand-led campaigns which channels would you consider running programmatic DOOH alongside?  
Base size: all respondents (200)



Demonstrating the importance of an omni-channel strategy, 82% of US media professionals make the decision to include programmatic DOOH during the early stages of the campaign planning and activation process, with **36% deciding to include it during the campaign ideation/strategizing phase (vs 25% globally)**, and 46% while planning the media and allocation of budgets (vs 49% globally).



Notes Source: CB. While planning a campaign, when in the media planning process is the decision to include programmatic digital out-of-home typically happening?  
Base size: all respondents (210) agency (105) advertiser (105)



36%

OF US MEDIA PROFESSIONALS  
INCLUDE PROGRAMMATIC DOOH  
DURING THE EARLY STAGES OF  
CAMPAIGN STRATEGY



“Many clients are developing a straightforward decision tree of when programmatic DOOH should be considered for them. There are increasing requests for programmatic DOOH at the planning stage, based on an omni-channel activation, or a more dynamic trigger based delivery; when clients specify that, we always recommend programmatic”

Adrian Witter  
Programmatic OOH & Partnerships Lead, Kinetic US

# Full funnel activation

Advertisers use programmatic DOOH for both brand and performance objectives, depending on the specific goals and requirements of each individual campaign.

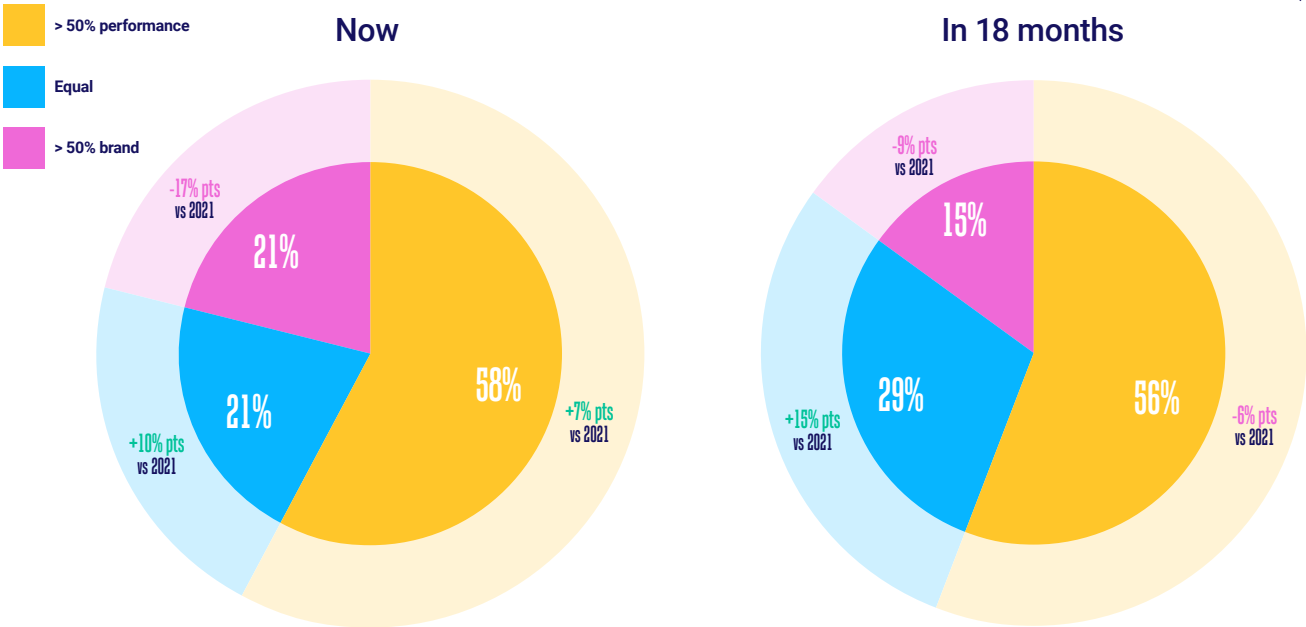
Programmatic is generally considered to have broadened DOOH's appeal as a hybrid medium, combining the mass-reach of broadcast - conducive to branding and upper funnel activities - with data-driven dynamism, synonymous with digital performance marketing and lower funnel conversions.

Whilst allocation of performance and brand spend on programmatic DOOH is done on a case-by-case basis, more broadly, advertising budgets in the US and globally currently skew towards performance spend (58% in the US vs 59% globally). **This is expected to continue into 2023, with performance focused campaigns predicted to take the lion's share of budget globally and in the US**, perhaps unsurprisingly given current uncertainties around the broader economic outlook.



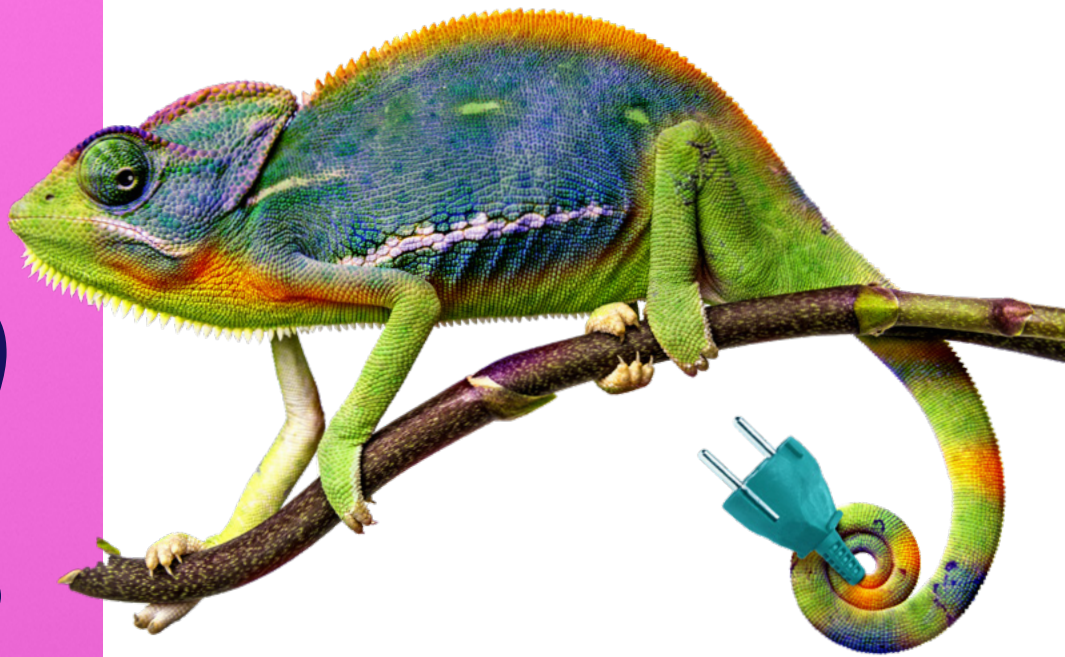
What percentage breakdown is your performance vs branding budgets now / in 18 months time?

8



Notes Source: B3. What percentage breakdown is your performance vs branding budget? Base size (1000). Brand – What percentage breakdown will there be between your performance vs branding budgets in 18 months' time? Base size: all respondents (200)

# Defining the new landscape

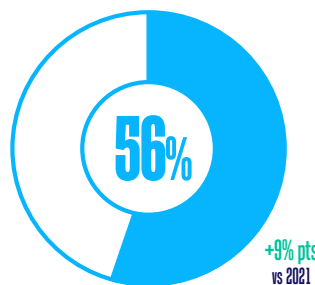


## Expected demand for programmatic DOOH

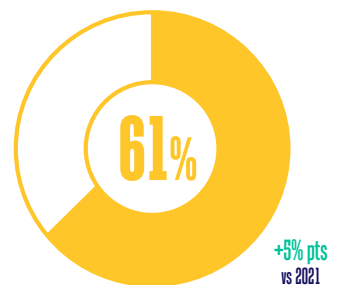
As outlined above, demand for programmatic DOOH is expected to continue to grow. 61% of campaigns in the US (vs 57% globally) are expected to include programmatic DOOH over the next 18 months, according to US executives.

Proportion of campaigns executives have planned, bought or placed programmatic DOOH in the last / next 18 months?

9



Last 18 months

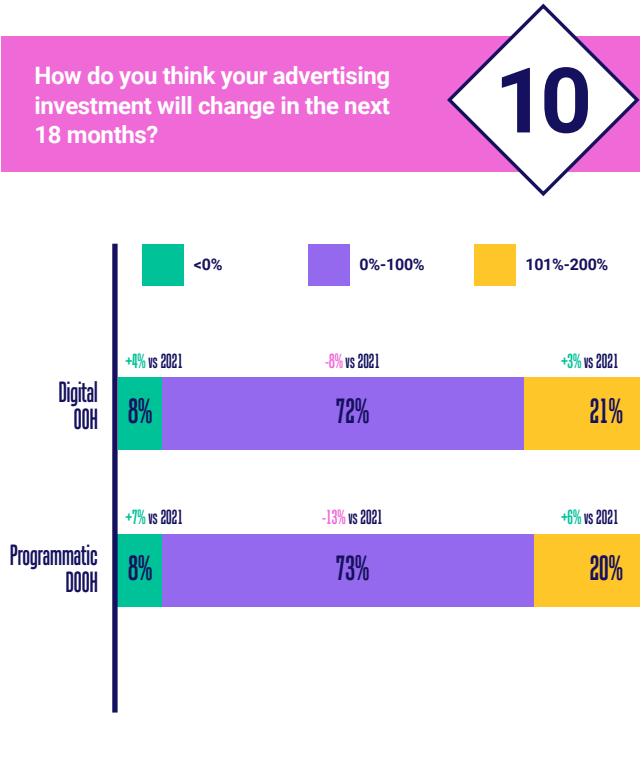


Next 18 months

Notes: Source: C6. Think of the campaigns you've worked on in the past 18 months, for what proportion have you planned, bought, or placed programmatic DOOH advertising? / C7 Now think of the campaigns you'll be working on in the next 18 months, for what proportion do you think will you plan, buy, or place programmatic DOOH advertising? Base size: all respondents (200)



In addition, 20% (+6% pts vs 2021) of US executives believe that advertising investment in programmatic DOOH will more than double (101-200%) over the next 18 months.



Notes: Source: B8. How do you think your advertising investment in the following media will change in the next 18 months?  
Base size: all respondents (200)

Advertisers appreciate that this growth will come with a steep learning curve for some, and many are planning on investing heavily in the channel in order to go through a period of testing and learning, to evaluate where and how the channel can be most effective.



*“Clients will continue to use it, as there are definite advantages, although I feel like there are plenty of clients that could and should be using it that haven’t yet, so I do think it will continue to increase”*

Martin Porter,  
Head of OOH, Dentsu US



20%

OF EXECUTIVES IN THE US BELIEVE THAT ADVERTISING INVESTMENT IN PROGRAMMATIC DOOH WILL MORE THAN DOUBLE (101-200%) OVER THE NEXT 18 MONTHS

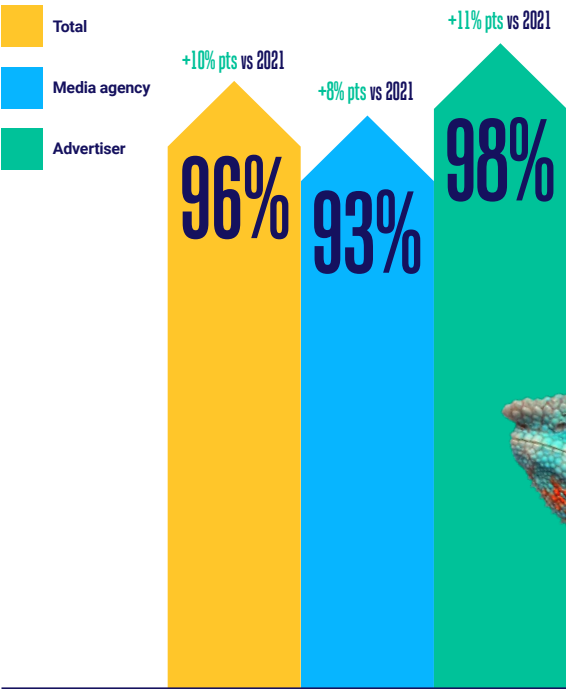


# In-house investment

In line with the expected demand outlined above, 96% (+10% pts vs 2021) of US media executives say that they will invest in building programmatic DOOH expertise in-house over the next 18 months, with many hoping to grow programmatic DOOH teams and upskill programmatic and OOH desks.

Thinking about how you expect to place programmatic digital out-of-home advertising in the next 18 months, to what extent do you agree or disagree with the following statement?

11



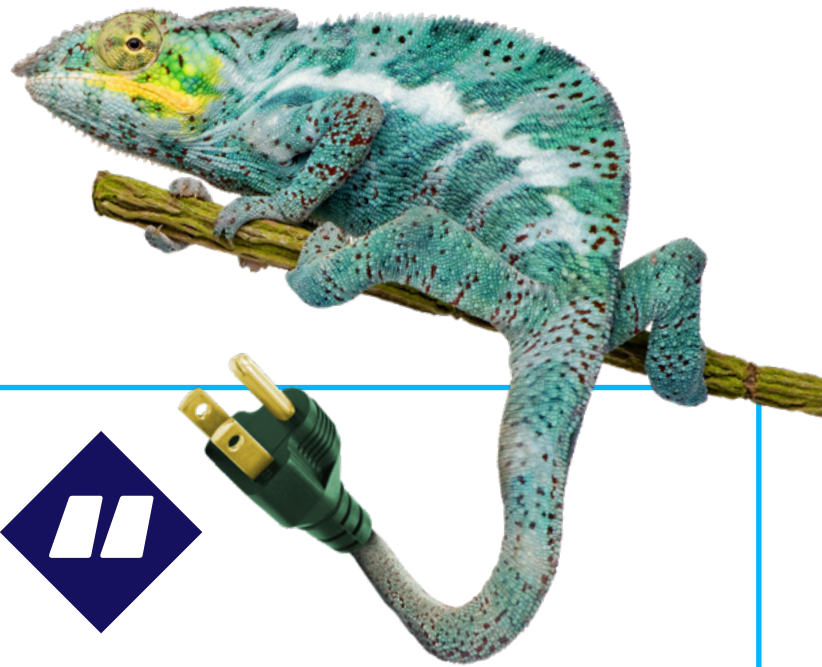
We will invest in building our programmatic digital out-of-home expertise

Notes: Source: C10. Thinking about how you expect to place programmatic digital out-of-home advertising in the next 18 months, to what extent do you agree or disagree with the following statement?  
Base size: all respondents (200) agency (100) advertiser (100)

# Overcoming barriers to adoption

## 1 More widespread understanding of programmatic DOOH

Given the alignment in planning and buying of programmatic DOOH alongside other programmatic activity, it is no surprise that investment in widespread education will unlock further spend in the channel by helping advertisers to better understand the key benefits of programmatic DOOH and enabling them, in turn, to communicate those benefits to clients and teams.



*"OOH teams are sometimes not consulted in the strategic planning process, and the responsibility flows through digital teams, who have the right idea about incorporating DOOH but lack the expertise to craft the appropriate strategic plan. They don't always have the time or channel experience to identify what constitutes a robust campaign plan to maximize OOH effectiveness. Ultimately, to support channel growth folks from OOH and programmatic disciplines need to find common ground on where and how OOH can be used to maximize overall campaign effectiveness"*

Adrian Witter  
Programmatic OOH & Partnerships Lead, Kinetic US

Central to this education piece is sharing best practices in data activation and providing information on how to measure the ROI of programmatic DOOH campaigns. **58% of US agency executives (vs 45 % globally) feel that best practices in using data for programmatic DOOH would help them to better understand the channel**, and 52% of US advertising executives (vs 42% globally) said that they would like to know more about how to accurately measure the ROI of their programmatic DOOH campaigns.



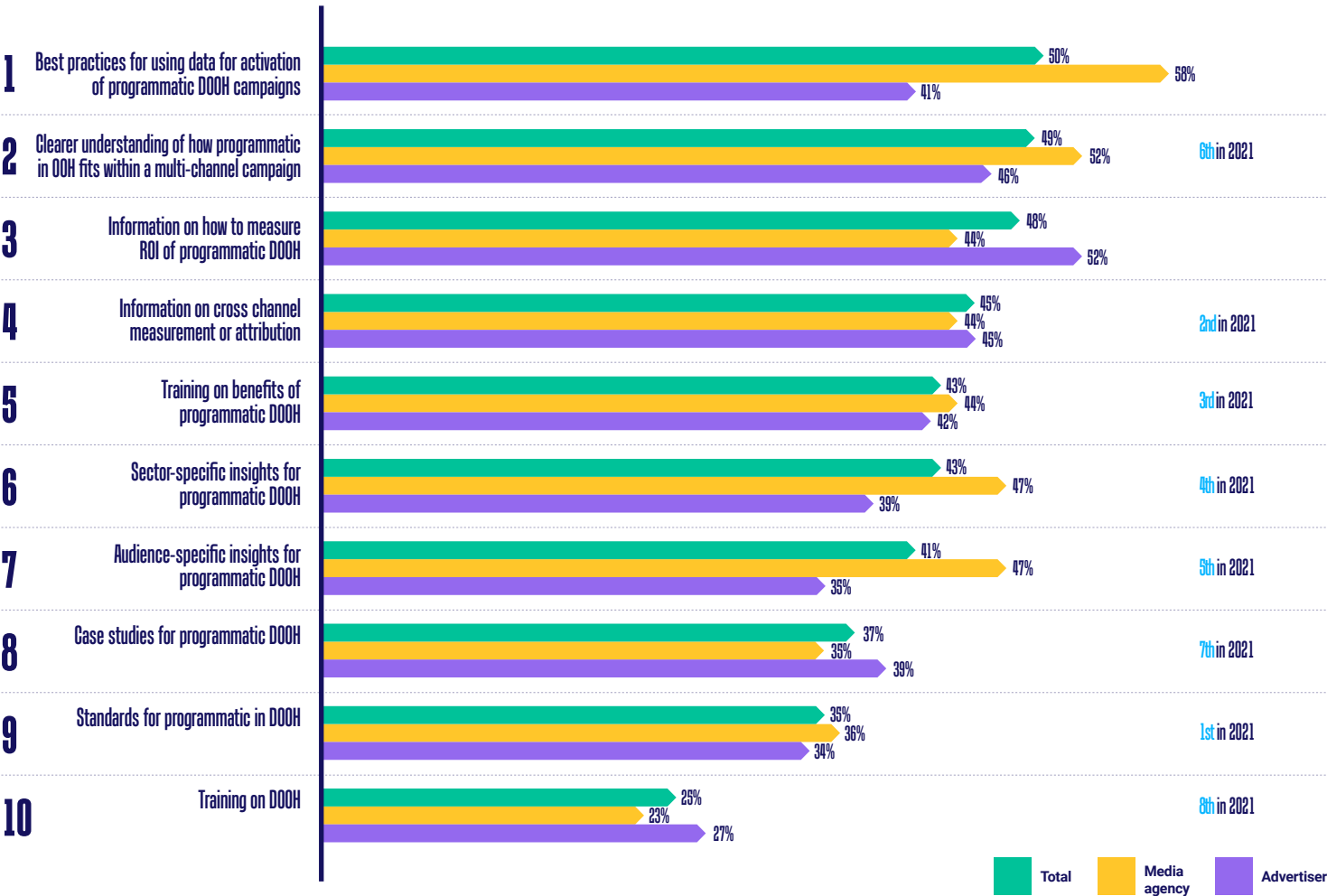
*“OOH buyers need to collaborate with buyers in other channels to prove the value of programmatic DOOH, and carry that message to clients with a unified voice and robust proof points”*

Adrian Witter  
Programmatic OOH & Partnerships Lead, Kinetic US

Which, out of the following, would help you learn more about programmatic DOOH advertising?

NB. Unless otherwise indicated, rankings stayed the same as last year

12



Notes: Source: D4. Which, out of the following, would help you learn more about programmatic DOOH advertising?  
Base size all respondents (208) agency (105) advertiser (103)



## 2 Measurement and Case Studies

To complement education on the benefits of programmatic DOOH, advertisers and agency executives would like to see media owners producing more case studies with measurable results. Many feel they could do a better job of communicating the effectiveness of programmatic DOOH to clients and colleagues if they had a set of widely accepted, robust metrics and case studies that celebrated key successes as well as detailing the ROI achieved and impact on key KPIs.

Cross-channel attribution is a pervasive issue across all media types and is not a challenge specific to programmatic DOOH. As highlighted in Exhibit 12, nearly half of US media professionals (44% of agency executives and 45% of advertisers) would like more information on cross-channel measurement and attribution in order to demonstrate programmatic DOOH's impact within an omni-channel campaign.



*"Last click attribution remains a growth driver for online media channels. With advanced attribution and delivery capabilities in programmatic DOOH, clients can incorporate the channel into more robust multi-touch attribution models. These models enable analysis from exposure to demonstrate conversion and retention across an entire spectrum of media channels. Whilst doing so at scale in a granular way is really challenging even for the best analytics teams, this is increasingly becoming a standard practice that will only get easier and therefore increase over time."*

*At the moment, we are very adept at looking at a macro level – i.e. seeing that client investment in OOH and social provided 3 times return on ROI – but drilling down further than that is difficult. The tools and means to do that are being developed, and we're not there yet, but that's okay. The fact that OOH is a cornerstone part of these attribution studies now is a win for the channel. We've been building the attribution credentials for years and we have years' worth of data to show that OOH is a key contributor to business KPIs and campaign success"*

**Adrian Witter**  
Programmatic OOH & Partnerships Lead, Kinetic US



# 3 Precision targeting and real-time audience data



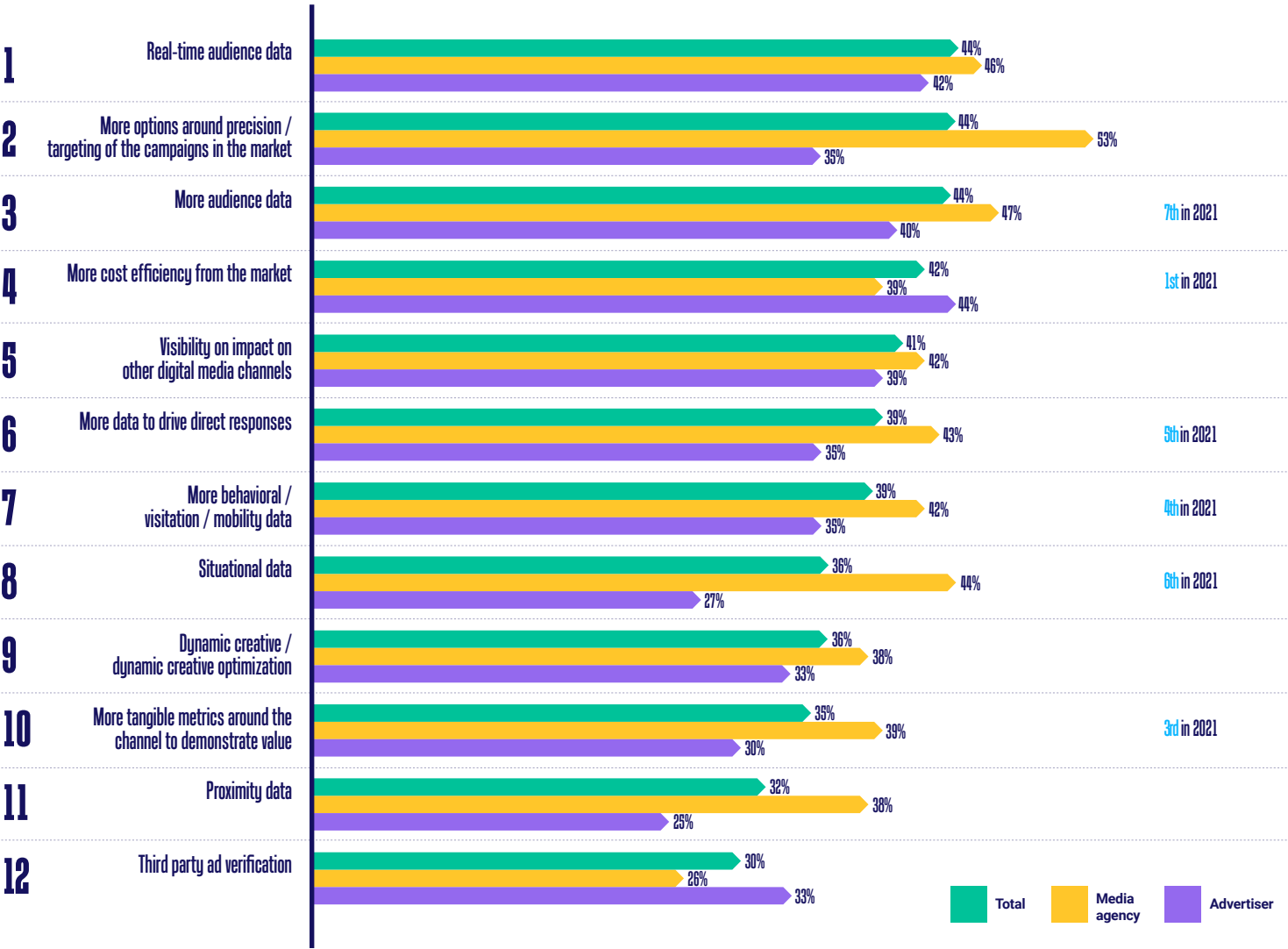
In light of the increasing alignment of programmatic DOOH with other programmatic digital channels, it is unsurprising that media executives in the US are also keen to get their hands on as much data as possible in order to build out multi-layered audience segments and improve the efficacy of campaigns.

This year, in line with global executives, US executives identified the provision of real-time audience data (44% in the US vs 42% globally), a wider scope of audience data (44% in the US vs 39% globally) plus additional targeting options (44% in the US vs 38% globally) as key to improving the value of, and increasing investment in programmatic DOOH.

Which of the following would you like to see in order to give programmatic digital out-of-home campaigns more value and make you invest more?

NR. Unless otherwise indicated, rankings stayed the same as last year

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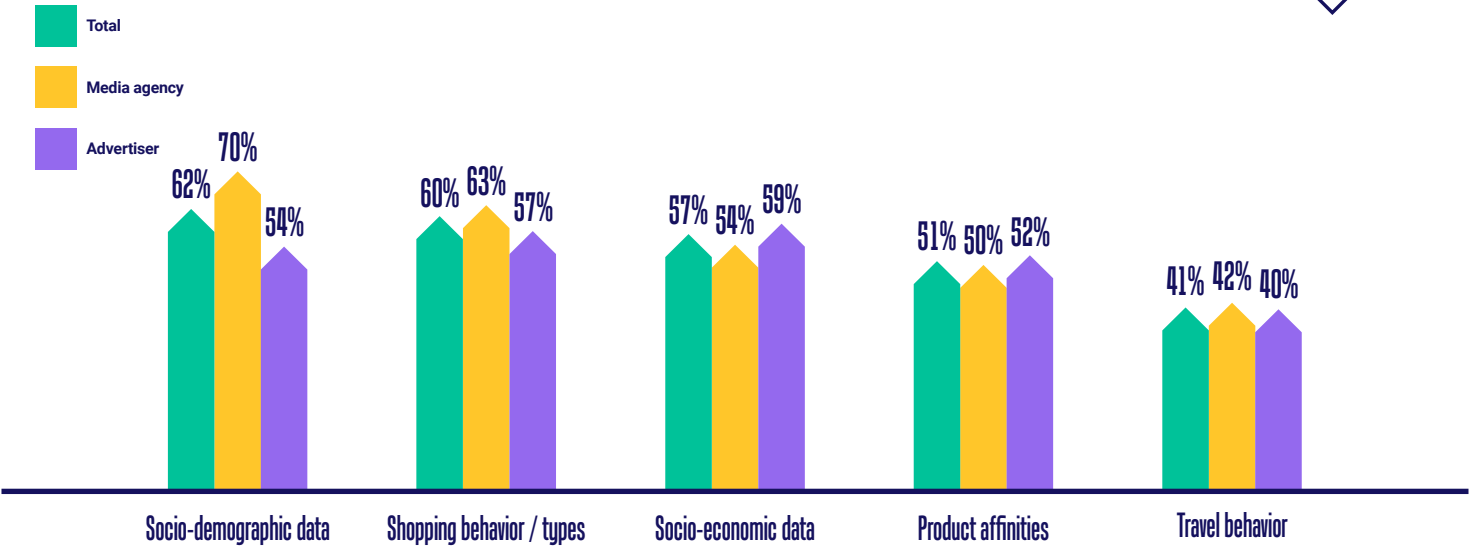


Notes: Source: C6. Which of the following would you like to see in order to give programmatic DOOH campaigns more value and make you invest more?  
Base size all respondents (200) agency (100) advertiser (100)

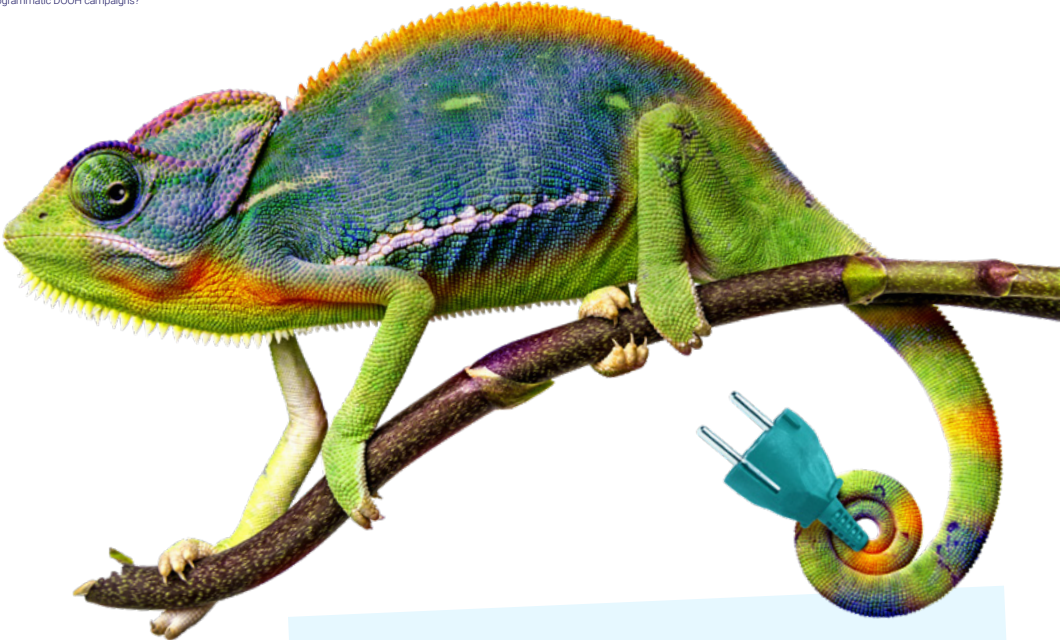
In terms of types of audience data that executives perceive to be most valuable, media executives in the US and globally say that socio-demographic (62% in the US vs 53% globally) data and shopping behavior (60% in the US vs 54% globally) data are the most useful data sets to employ in the targeting of programmatic DOOH campaigns.

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Which of the following types of audience data would be most useful in targeting programmatic digital out-of-home campaigns?



Notes: Source: C6.1. Which of the following types of audience data would be most useful in targeting programmatic DOOH campaigns?  
Base size all respondents (200) agency (100) advertiser (100)



62% OF US MEDIA EXECUTIVES SAY THAT SOCIO-DEMOGRAPHIC IS THE MOST USEFUL AUDIENCE TARGETING DATA

# Summary



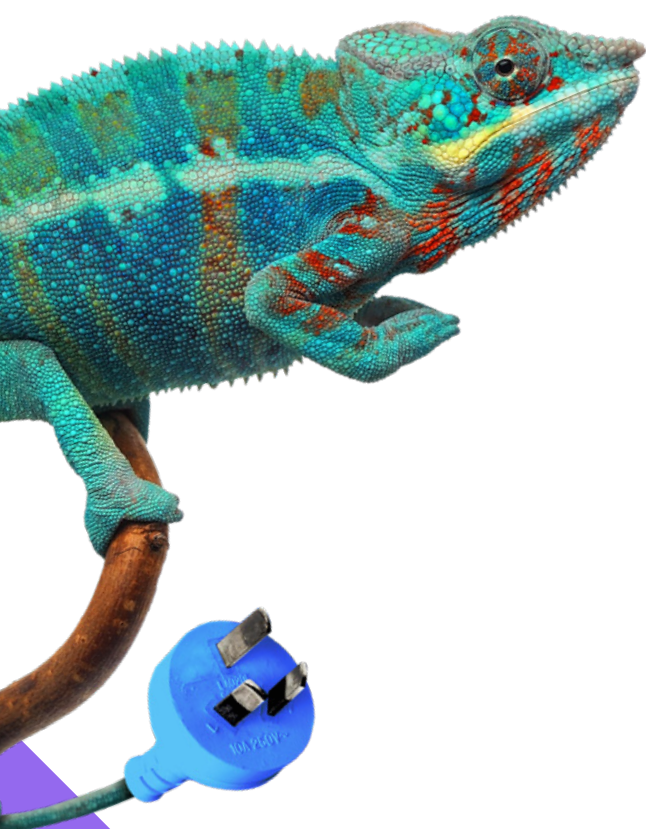
**The results of these surveys from over 1000 media executives globally are clear, showing that the future for programmatic DOOH looks bright. With nearly all (93%) US media executives surveyed set to retain or increase investment in the channel, demand is expected to continue, and grow, over the next 18 months.**

In response to the predicted surge in demand from clients across all sectors, US media executives will continue to invest in building in-house programmatic DOOH expertise, focusing on educating programmatic, OOH and cross-media planning teams on the advantages of programmatic DOOH so that benefits can be clearly communicated to clients.

Whilst the COVID-19 pandemic proved the value of the agility that programmatic DOOH offers, many US media professionals have continued to take advantage of this flexibility post-pandemic. Furthermore, the ability to pivot and switch on/off programmatic DOOH campaigns as required is likely to become even more compelling as the world navigates new norms in working and socializing habits, and a potentially precarious economic outlook.

US media executives indicate that the efficiency and effectiveness that is enabled through buying DOOH programmatically, combined with the brand safety that is afforded through a public screen format is likely to prompt further increases in spend in the channel into 2023 and beyond.

# ***Programmatic DOOH is sure to take its place as a mainstay on programmatic campaigns***



In addition, the ability to target out-of-home audiences with laser precision is likely to persist as a key driver of programmatic DOOH adoption in the US, with the potential to overlay real-time audience data to inform activation, an exciting prospect for many.

As US media professionals pursue an omni-channel approach to planning and executing programmatic activity, programmatic DOOH is sure to take its place as a mainstay on programmatic campaigns. Those that are newer to the channel may take more of a test and learn approach, discovering the synergy that programmatic DOOH has with other digital channels such as social media, digital video, and digital audio. Advertisers that have consistently invested in programmatic DOOH will continue to reap the benefits of the channel's effectiveness, and the ability to minimize wastage via trigger-based buying.

Finally, in order to unlock the full potential of programmatic DOOH, it is becoming increasingly important to offer robust ROI and measurement solutions. As planning programmatic DOOH alongside other channels becomes standard practice, the ability to accurately measure its impact within a multi-channel campaign is likely to become a determining factor in the growth of the channel. Moreover, the provision of best practices in data activation will improve the value of programmatic DOOH campaigns and enable US executives to educate clients and colleagues on how data can be employed to realize a significant ROI using programmatic DOOH.