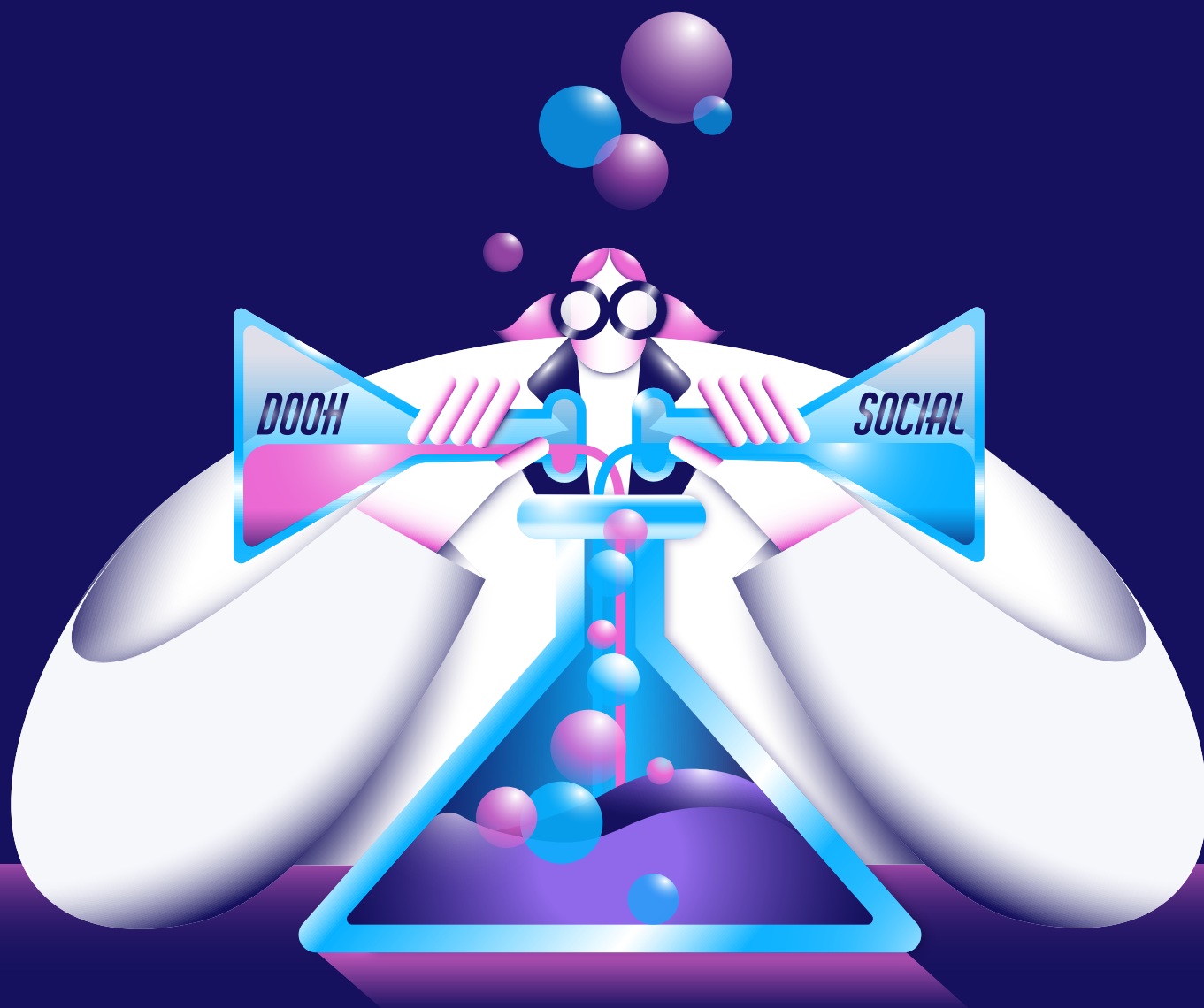


The advertisers' guide to social media and programmatic DOOH

Integrating channels
to engage omnichannel
audiences



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As advertisers increasingly introduce new campaign formats into the omnichannel ecosystem, marketing teams are seeing successful results from DOOH integrations. And as these integrations expand, they're identifying DOOH + mobile channels as a particularly effective approach.

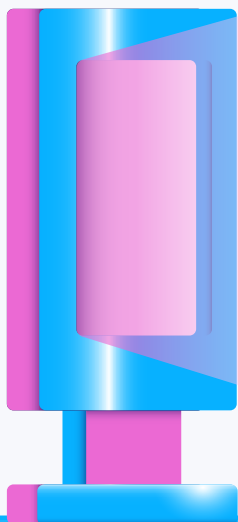
"It's a natural kind of companionship," said Jem Djemal, global new business lead at VIOOH, a premium global digital out-of-home supply side platform. "When you're out and about, you have your mobile device with you ... What we're finding is that mobile and the big screen complement each other quite well when it comes to [social] campaigns."

What's evolving about social campaigns in 2023 is that advertisers are correlating DOOH with social media platforms to target audiences more effectively on mobile devices. The avenue to engagement is no longer just one-to-one or one-to-many marketing; it's becoming a common pathway to activating both forms simultaneously.

"With so many environments — airports and shopping malls, for example — clients are starting to think about how much they can run digital-out-of-home advertising alongside mobile," said Djemal. "And then the next iteration of that for mobile is social media, which is becoming more and more popular because clients are starting to understand that there is a lot of earned media that could be had through social media and out-of-home."

In addition to these developments, audiences are increasingly viewing and engaging with DOOH screens and new types of creative (such as 3-D ads) within social posts. This encourages consumers to look into these brands and causes some brands' creative to go viral.

In this new Tactics + Insights guide, Digiday and VIOOH put a lens on the approaches brands use to make the most of programmatic DOOH advertising across the social media landscape. As audiences spend more and more time on social media and mobile devices, advertisers are using programmatic tools and tactics to understand the customer journey and extend OOH messaging to a broader audience.



Social-first creative is helping advertisers connect DOOH campaigns with mobile audiences

Advertisers are searching for innovative technologies and developing new methods to identify DOOH opportunities for omnichannel campaigns. They want to align messaging on all channels to ensure a seamless customer experience — no matter the environment.

"In certain environments where there's longer dwell time, like airports where passengers could be awaiting their flight, users are sitting down and using their devices," Djemal said. "Marketers have found having a bigger screen nearby is connecting and amplifying messaging between these channels."

Advertisers are increasingly prioritizing outlining brand and campaign goals for DOOH and social media, pinpointing which elements contribute to them. They're connecting social and DOOH because these audiences have access to both.

For instance, most audiences will pass some form of DOOH throughout their days, whether it's a billboard, newsstands or screens on the subways/metro. So, advertisers are retargeting these audiences across social media, serving social ads that match the DOOH ads.

"What we're finding is that social media-first creative, like TikTok video, is starting to be used as an amplification piece that also introduces out-of-home into the same campaign," Djemal said. "The creative is becoming the connector between these different channels of being able to buy these channels simultaneously ... OOH is becoming a more integral part of the whole digital framework, which, when you're looking at out-of-home in the traditional sense, was an isolated channel that was looking for the impact."

"Now, with programmatic activation, DOOH can be the connecting piece that could also help the other channels," he added.

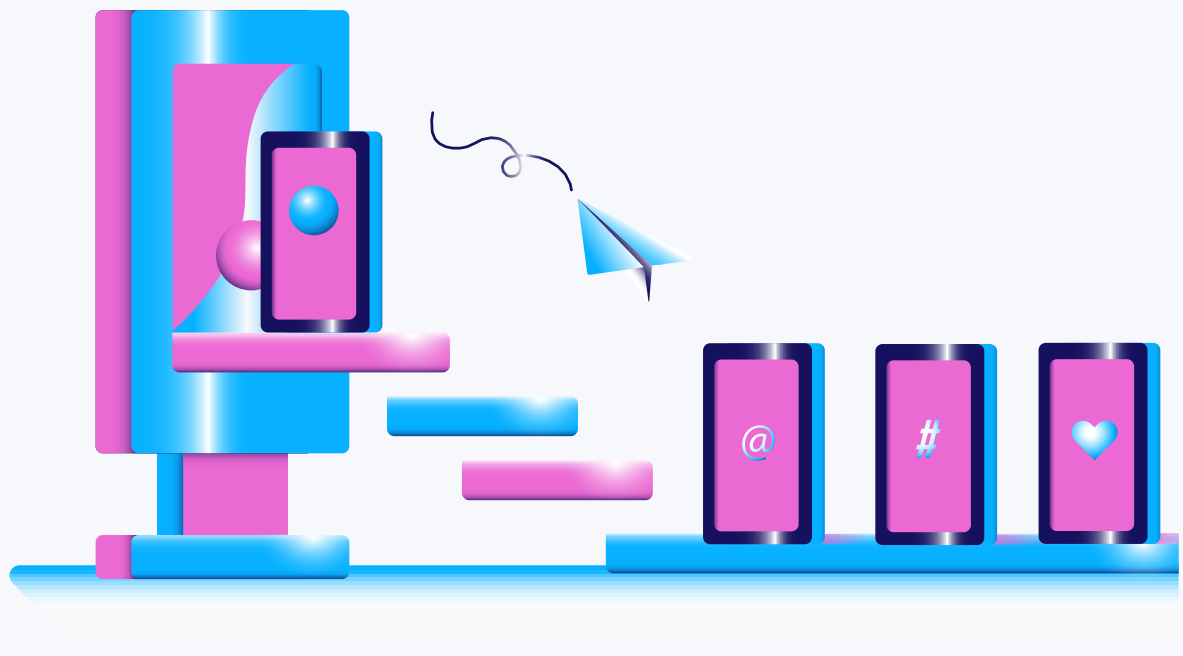
Brands are also using [retargeting](#) to connect with users already exposed to DOOH ads. This can include audio, video and display creatives across social media.

Overall, OOH advertisers are finding opportunities to connect with social media audiences in more engaging ways than other channels.

"Social media users are engaging with OOH advertising very differently than other formats," said Gavin Wilson, global chief customer and revenue officer at VIOOH. "With the increase in creative capabilities for out-of-home units due to their digitalization, ads have become much more eye-catching. With that, social media users are capturing these ads and posting them across their channels. In turn, that type of interaction increases brand awareness and uplift in a way that no other channel can."

Tactics and insights

- In specific environments where there's longer dwell time, marketers have found having a bigger screen nearby connects and amplifies messaging between DOOH and social media on mobile devices.
- Social media-first creative is being used as an amplification piece introducing out-of-home advertising into the same campaign.
- Brands are employing retargeting strategies to connect with users already exposed to DOOH ads, utilizing audio, video and display creative on social media.



Advertisers are employing programmatic tactics to run successful DOOH campaigns across social platforms

More and more advertisers are using programmatic OOH tactics to prime audiences for social media targeting/retargeting, highlighting how campaigns can be more effective using both channels instead of just one. Fortunately for brands, these channels' integration also seems to be taking place at the audience level.

"By utilizing programmatic activation, DOOH advertising can act as a bridge between various channels and help to enhance their effectiveness," said Yasemin Öner, head of client success at Ingage. "Brands are leveraging retargeting to connect with users who have already been exposed to DOOH ads, using multiple types of media."

Fortunately for brands, these channels' integration also seems to be taking place at the audience level.

"There are a lot of people that might like a big ad that they'll take the photo of and put it through their own social channels and voluntarily share it with their followers," said Djemal. "Advertisers are understanding the earned media that comes off the back of that device a lot more and looking at ways of incorporating it."

Using these insights, advertisers are bringing DOOH campaigns to life across social media, modifying the formats based on each unique platform. However, campaigns must be seamless to succeed across DOOH and social media. To achieve that goal, advertisers use programmatic tools to align messaging in both realms more effectively and discern what information consumers search for at each touchpoint.

"One of the biggest advantages that programmatic has introduced into this space is the ability to run cross-channel campaigns," Wilson said. "With the rise of omnichannel DSPs, agencies and brands are leaning into programmatic DOOH. Now, with the ability to synchronize campaigns and use the same audience segments, advertisers are using DOOH to complement other channels - especially social media."

Tactics and insights

- Advertisers use programmatic OOH advertisements to prime audiences for social media targeting/retargeting.
- Many people post DOOH ads they like on their social channels, so advertisers are analyzing these shares to better incorporate the earned media that comes from each device.
- Advertisers also use programmatic tools to align messaging in DOOH and social media more effectively and discern what information consumers are searching for at each touchpoint.

Offline measurement is becoming essential to the DOOH-to-mobile-to-social connection

As cookies-based measurements are eclipsed by privacy legislation, advertisers are turning to different metrics, especially on mobile devices. The shift presents a challenge for integrated DOOH and social campaigns, which, despite hitting audiences throughout the funnel, often require unique measurement capabilities.

"[DOOH] is becoming more of a full-funnel option for digital clients, but with the caveat of understanding that measurement of how they will be used to run digital channels, such as cookie-based tracking, cannot be used in the OOH space," said Wilson. "But there are still ways of looking at different forms of measurement that use our phone to make DOOH a lot more accountable, and a lot more measurable for buyers."

One of the most effective forms brands use is offline metrics, such as [footfall measurement](#), to see what impact DOOH has on digital advertising campaigns. Advertisers are also developing methods to integrate offline measurement with online (social media) measurements and pinpoint factors contributing to conversions, clicks, etc.

Djema's team recently worked with a client to promote the release of 'Bullet Train' starring Brad Pitt. They were tasked with securing screens for Sony Pictures's advertising, so they developed strategies to get those audiences to see the movie in theatres after seeing the campaign creative.

After setting up static buys and following up with the programmatic buyers, Djema's team reviewed footfall metrics — tracked via mobile devices — to see what impact their advertising had on the campaign.

"We looked at how offline measurement can be integrated into online measurement," Djema said. "Did the DOOH exposure have any impact on my view-through rates for the video that I'm running? Did it drive any improvement in the click-through rates for my display advertisements that I'm running simultaneously as well? So, the programmatic DOOH started to become more of a connective tissue."

Tactics and insights

- DOOH is becoming more full-funnel for advertisers, but they must rely on offline measurement tactics to gauge its success.
- Footfall measurement via mobile devices is helping advertisers see what impact DOOH has on digital advertising campaigns.
- Advertisers are integrating offline metrics with online measurements to see the impact of DOOH in the social space.

Strong partnerships start with a lens on the audience journey

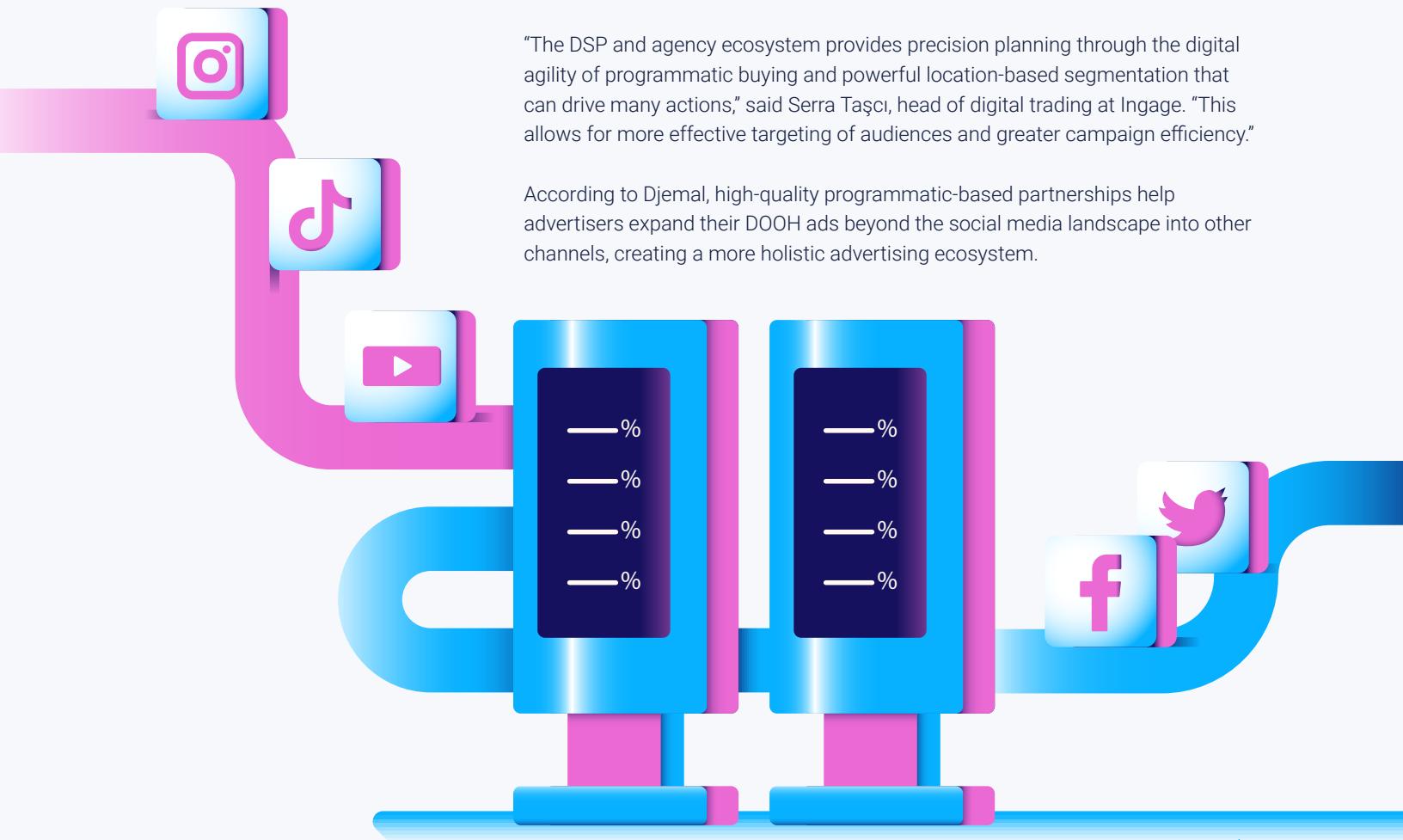
As brands continue navigating the DOOH and social landscape, many benefit from partners offering precise targeting/retargeting solutions. These organizations, which employ effective advertising technologies and utilize strong media connections, are helping advertisers meet specific audience segments on social media, DOOH and everywhere else.

"One of the things that we bring to the table as a supply-side platform is working closely with our media partners," said Djemal. "We leverage a lot of the advertising resources from our media partners and then pass those on to the client. So even though we're a tech player, the service element helps us make sure that the clients understand the best of what we have available and the opportunities within that channel."

In addition, advertisers in DOOH spaces, such as subways, retail stores and airports, are paying close attention to the ad environments in which their partnerships operate. Each environment resonates differently across the social media landscape, as well as for audiences and how they engage. Successful advertisers need to understand the differences between those environments.

"The DSP and agency ecosystem provides precision planning through the digital agility of programmatic buying and powerful location-based segmentation that can drive many actions," said Serra Taşçı, head of digital trading at Ingage. "This allows for more effective targeting of audiences and greater campaign efficiency."

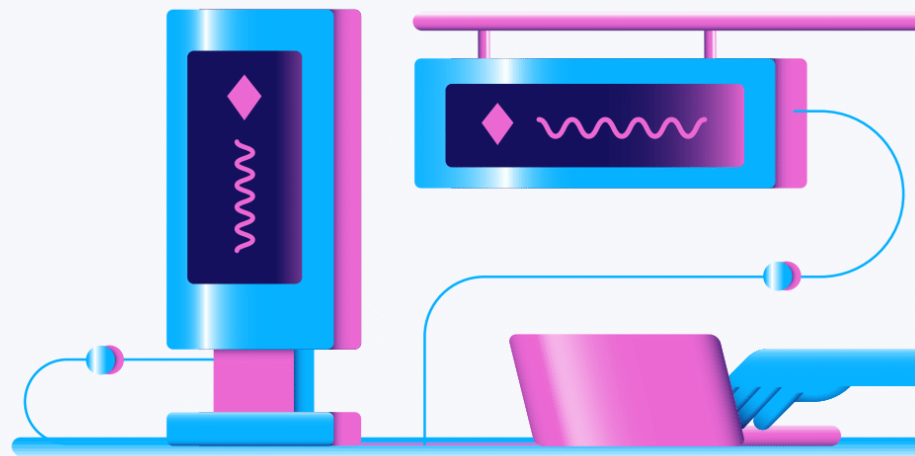
According to Djemal, high-quality programmatic-based partnerships help advertisers expand their DOOH ads beyond the social media landscape into other channels, creating a more holistic advertising ecosystem.



"Look at out-of-home alongside those other channels, not just social," he said. "Look at your target audience and how you can best engage them and identify the role that out-of-home will play within that. And if you look at that from your target audience's journey perspective, then the opportunities start opening up for you."

"With programmatic, the control comes back to the advertiser because you're picking how much you want to spend and where you want to spend it," he continued. "It makes DOOH campaigns a lot more efficient and a lot more connected to your other buys like social and other channels."

As more and more advertisers adopt programmatic DOOH for multichannel campaigns, brands will find it easier to reach both broad and targeted audiences. And when coupled with channels such as social media, these technologies have the potential to better connect with consumers wherever they engage with campaign creative.



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