

Programmatic OOH

Examining how programmatic DOOH is impacting the Digital Mix

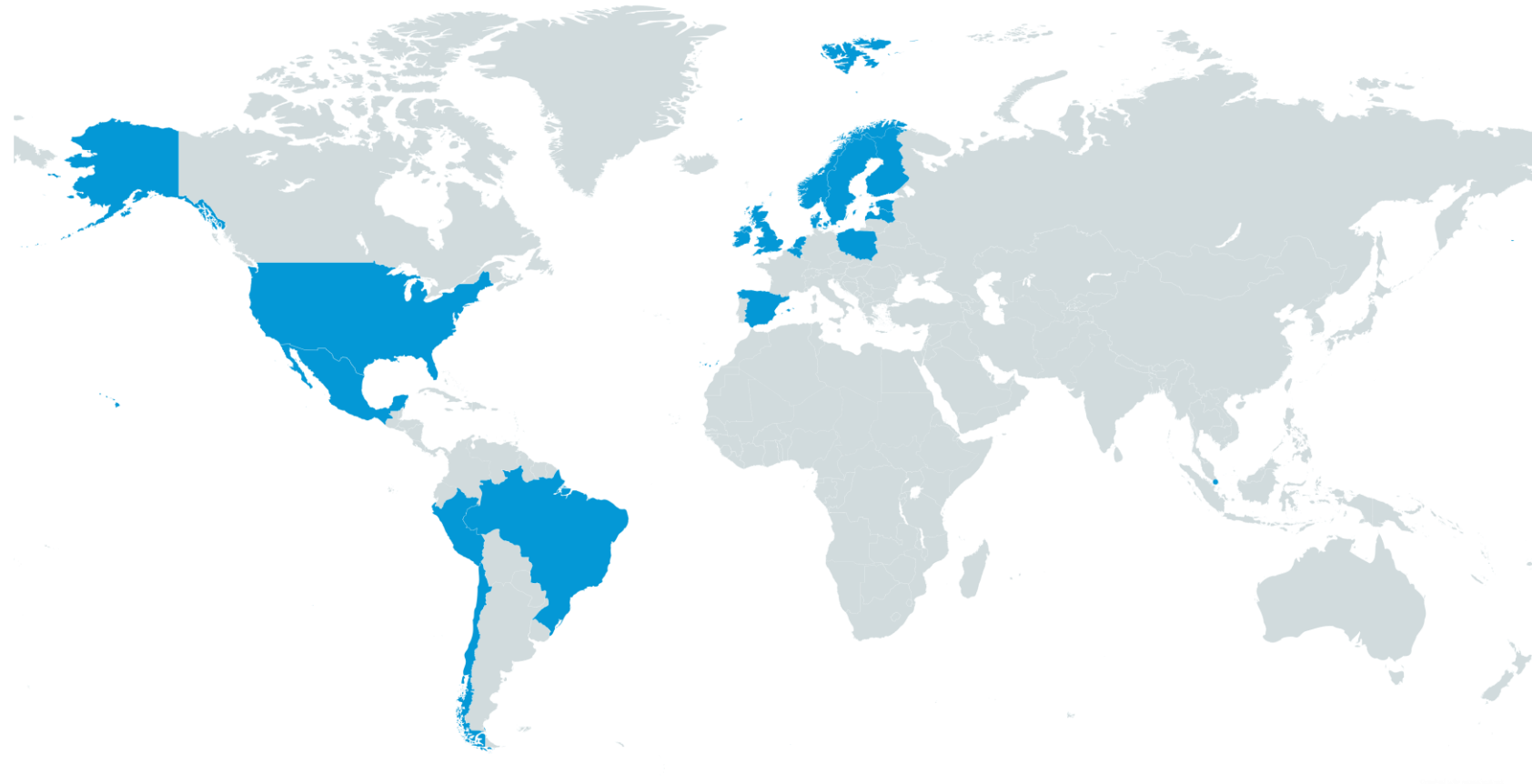
Dom Dunne
Programmatic Commercial Lead, Europe



Right
Choice.
Responsible
Choice.

A Platform for Brands

Clear Channel Outdoor Holdings



17K+
digital screens

4
continents

20
countries

13
Countries

100K+
Total panels

150M+
Weekly reach

Europe

Europe	Street Furniture	Billboards	Airport	Malls	Transit
Belgium					
Denmark					
Estonia					
Finland					
Ireland					
Latvia					
Lithuania					
Netherlands					
Norway					
Poland					
Spain					
Sweden					
UK					

A Platform for **Good**

50%

LIVING ROOF

A Platform for **Brands**

OOH: A dual role of Brand & Performance

OOH's unique role in the real-world as a broadcast and digital channel means it can play a key role for brands to hit both brand building and short-term on and lower-funnel activation objectives.

Brand Impact



Performance Impact

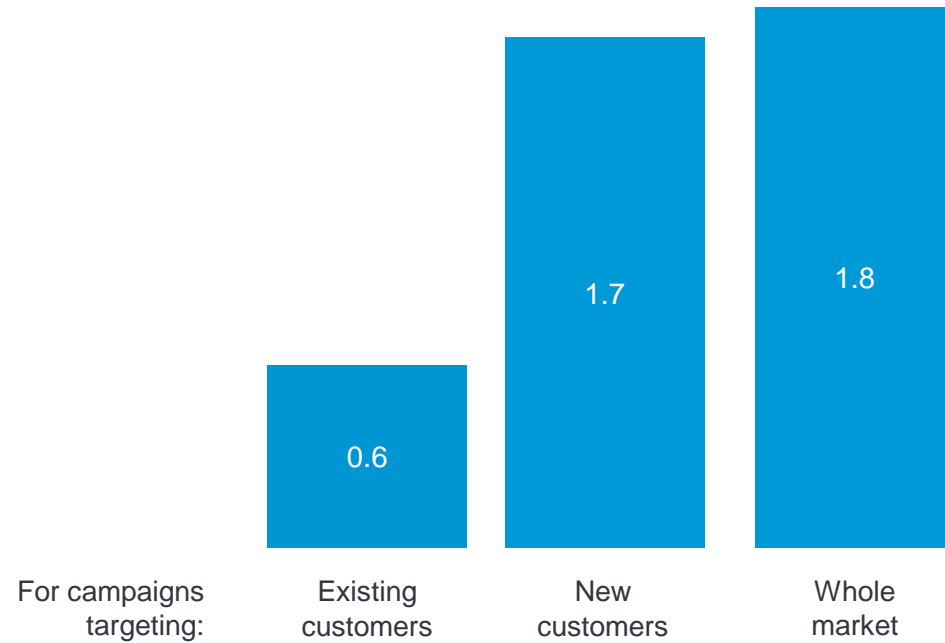


Complementing other channels

Broadcast Reach is key for awareness

Growth comes from light buyers, and therefore broadcast reach is key for driving awareness with all potential customers

Average number of very large effects reported



Source: Shopify Future of E-Commerce 2022, Binet & Field Long & Short of It



Brand Trust

Trusted brands are not ashamed to be seen in public

9/10

People agree it is **important to trust** the brand they buy

The second most important factor in their consideration, behind only price.



OOH + Social

+82%

Increase in Trust for
OOH Power Users vs
no OOH

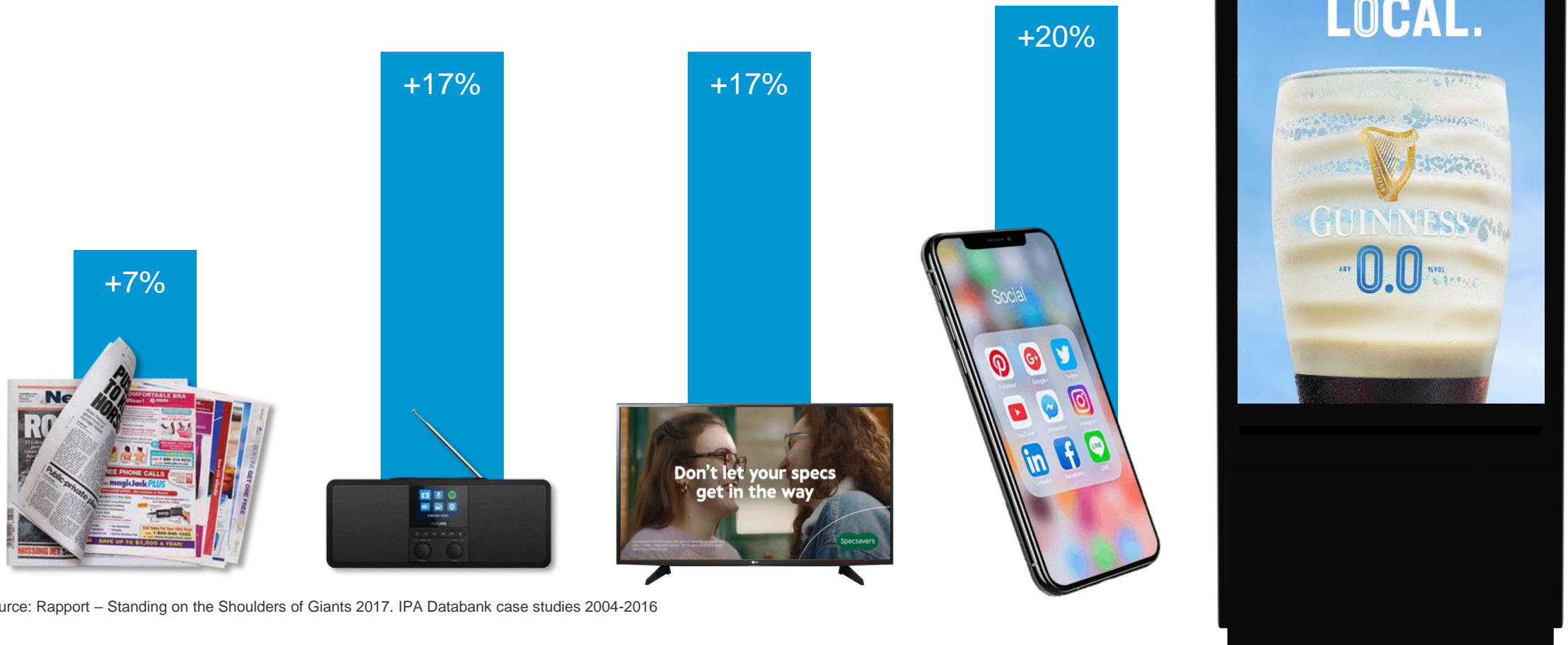
OOH + TV

+37%

Increase in Trust for
OOH Power Users vs
no OOH

Give your media plan bigger impact

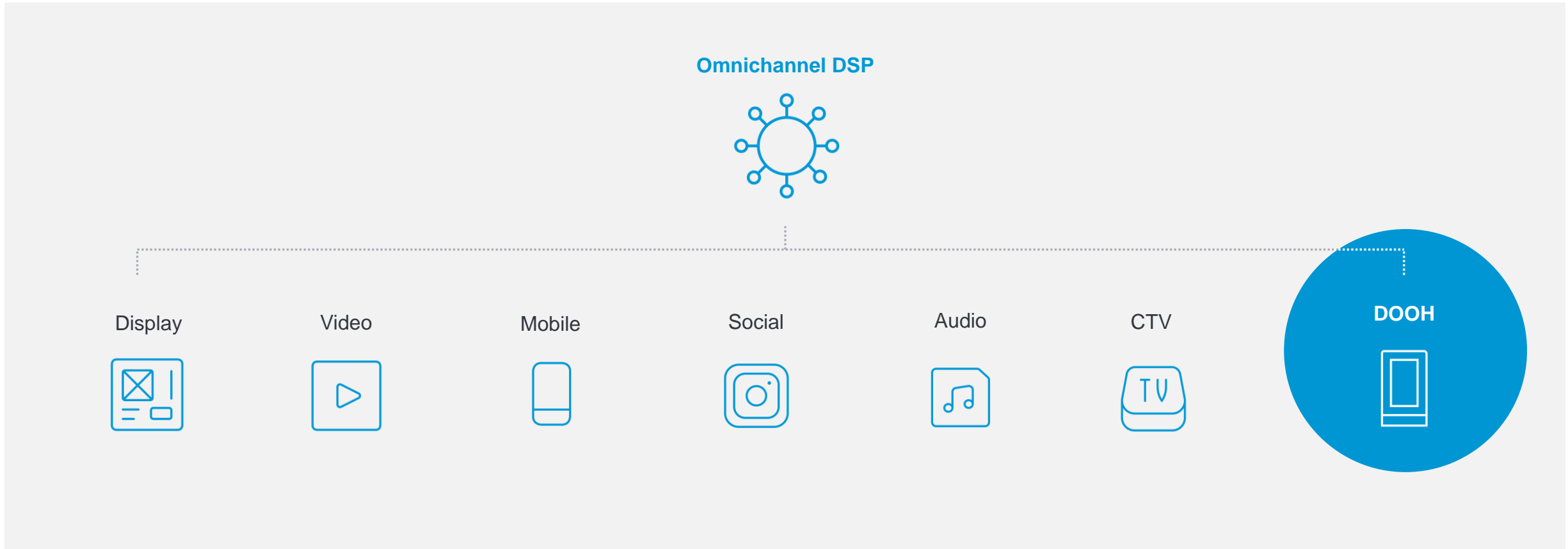
Uplift to business effects when adding OOH to a campaign



The digitalization, and programmatic transformation of OOH, is allowing DOOH to support and amplify other digital channels to drive greater impact.



Omnichannel DSPs now includes DOOH



DOOH supporting Omnichannel activation through Programmatic



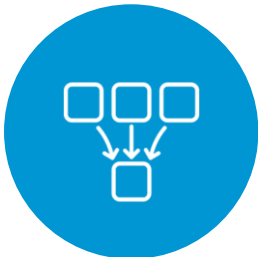
Cookie-less Solutions



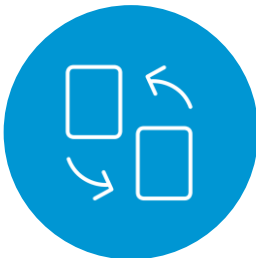
Contextual Targeting



Cohorts



Consolidating Channels



Consistent Experiences



Consumer Attention

Desktop



Mobile



DOOH



Viewability

The ad is present and can be seen



Realistic Likelihood to See

Likelihood to see a viewable ad (RTLTS)



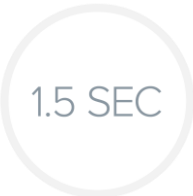
Visibility adjusted contact VAC

% of all ads served that are actively looked at:
VAC = Viewability x RTLTS



Dwell Time

How long the ad holds a viewer's attention



How can DOOH drive Attention/Impact *within* an Omnichannel approach?

Can DOOH support
digital channels as
part of the digital
Media Mix?

Can Programmatic
support DOOH
becoming a digital
channel?


Attention

Key learnings that are driving adoption of DOOH within the programmatic Omnichannel ecosystem

Clear Channel

STELLA ARTOIS

Every pint you buy
we'll tip £1 to the bar staff



#StellaTips

© 2021 AB InBev UK Limited, all rights reserved.
Only valid at participating UK venues, 18+ (or later when venue opens) - 9.5.21. Max £500,000 donated across promotion.
Pubs responsible for paying donations to staff. Full T&Cs and participating venues at www.stellaartois.com/stellatips.



Align DOOH Activity

OOH is increasingly digitized & connected through data and can therefore be assimilated into digital planning & buying

Programmatic protocols (OpenRTB) are enabling DOOH to become another truly digital media channel

IRL to URL

Real world influences on online shoppers



Augmenting Audiences

Add incremental real-world audiences to real-time Omnichannel campaigns

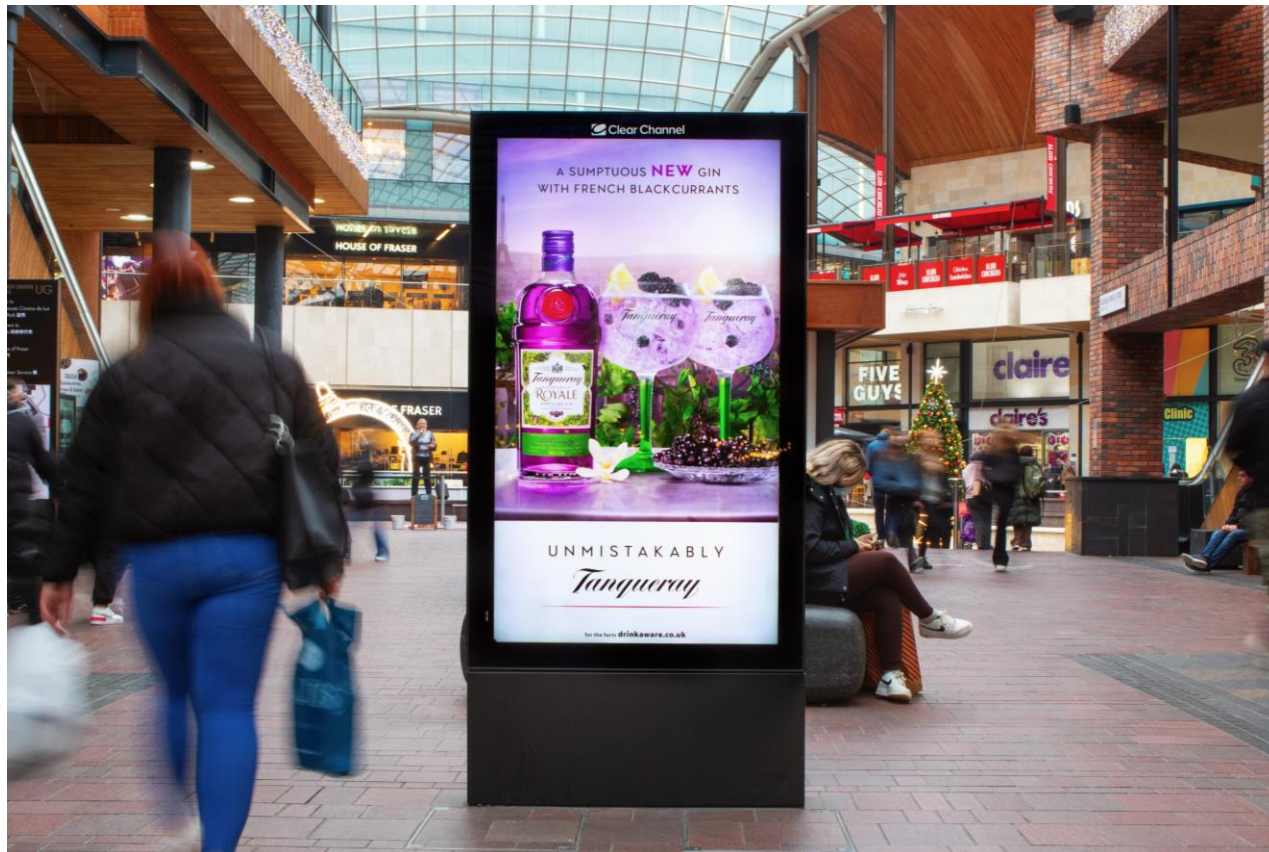
Add Broadcast style coverage to reach 90% of all adults for higher funnel metrics

Counter fragmentation in other channels

Add reach in contextually relevant locations



Supporting Point of Sale and Retail environments



Amplify Content

Support other digital channels by making content work harder to drive attention & recall metrics

Link messaging and content via Omnichannel DSPs to drive frequency and further engagement with ad campaigns within the physical world

Consistent creatives drive recall & response

Porting data to drive DCO



the **point** of Search

Understanding the why, where and the how

Mobile Searches conducted
OOH are more diverse than
At Home Mobile Searches
and **lead to more actions**

+38%

Searches conducted in OOH
Locations **lead to a
purchase** than At Home
Mobile Search

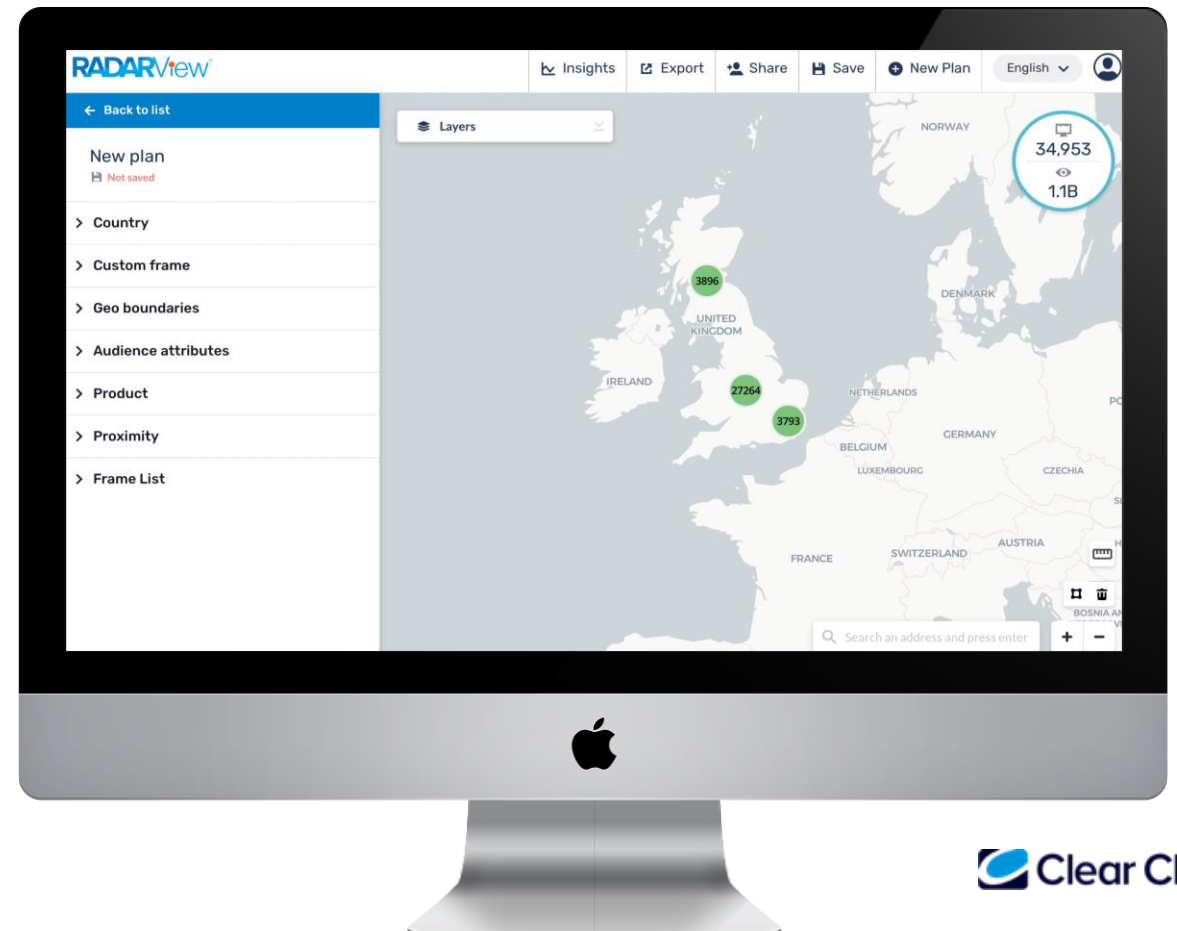
Addressable Media

Crafting campaigns based on deep levels of audience insight & data, delivering OOH with programmatic precision

Mobile location data powering insight into audience movement patterns & DCR enabled 1P data – data portability making DOOH easier to plan

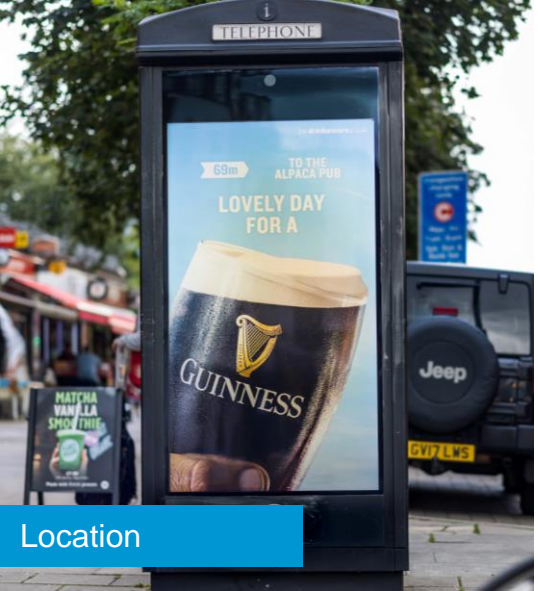
Multi-channel strategies

Actioned via DSPs

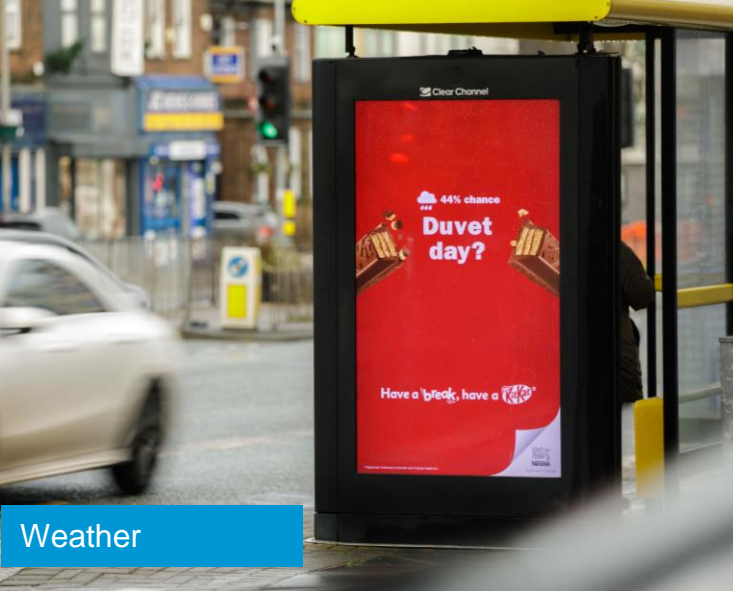


Data-fuelled Digital OOH

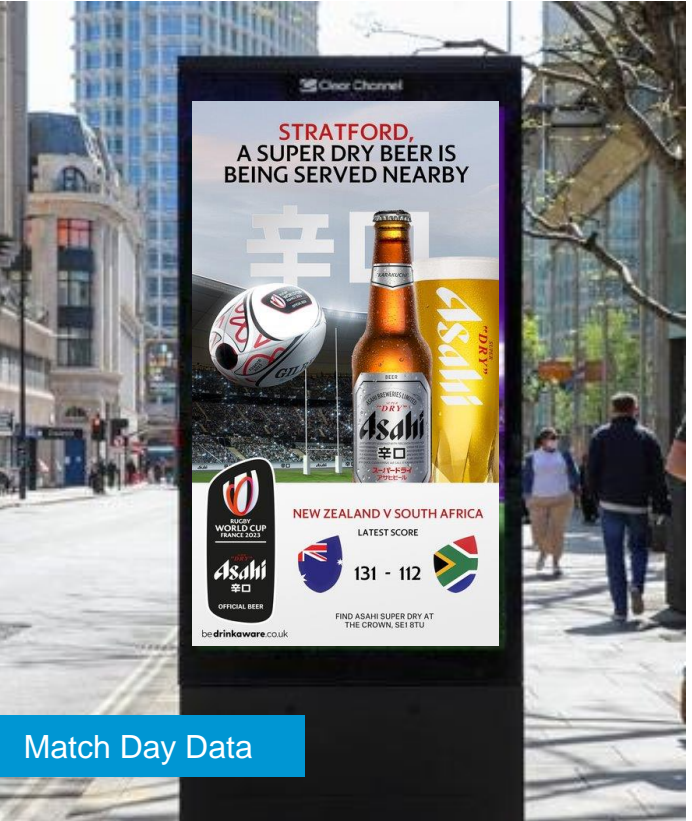
Use first and third-party data to trigger messages to be delivered flexibly in key purchasing occasions.



Location



Weather



Match Day Data



First Party Data

Accelerated Activation

Go live quicker to activate & manage campaigns in real-time

DOOH is now activated quickly and efficiently with automated creative approvals and prohibition mgmt.

Respond to real world events and signals with enhanced flexibility e.g weather trigger targeting



Advanced Analytics

Gain instant insight into DOOH campaign performance & analyse impact alongside other digital channels

Buyside partners can now access, analyse and interpret huge amounts of insight based on campaign performance

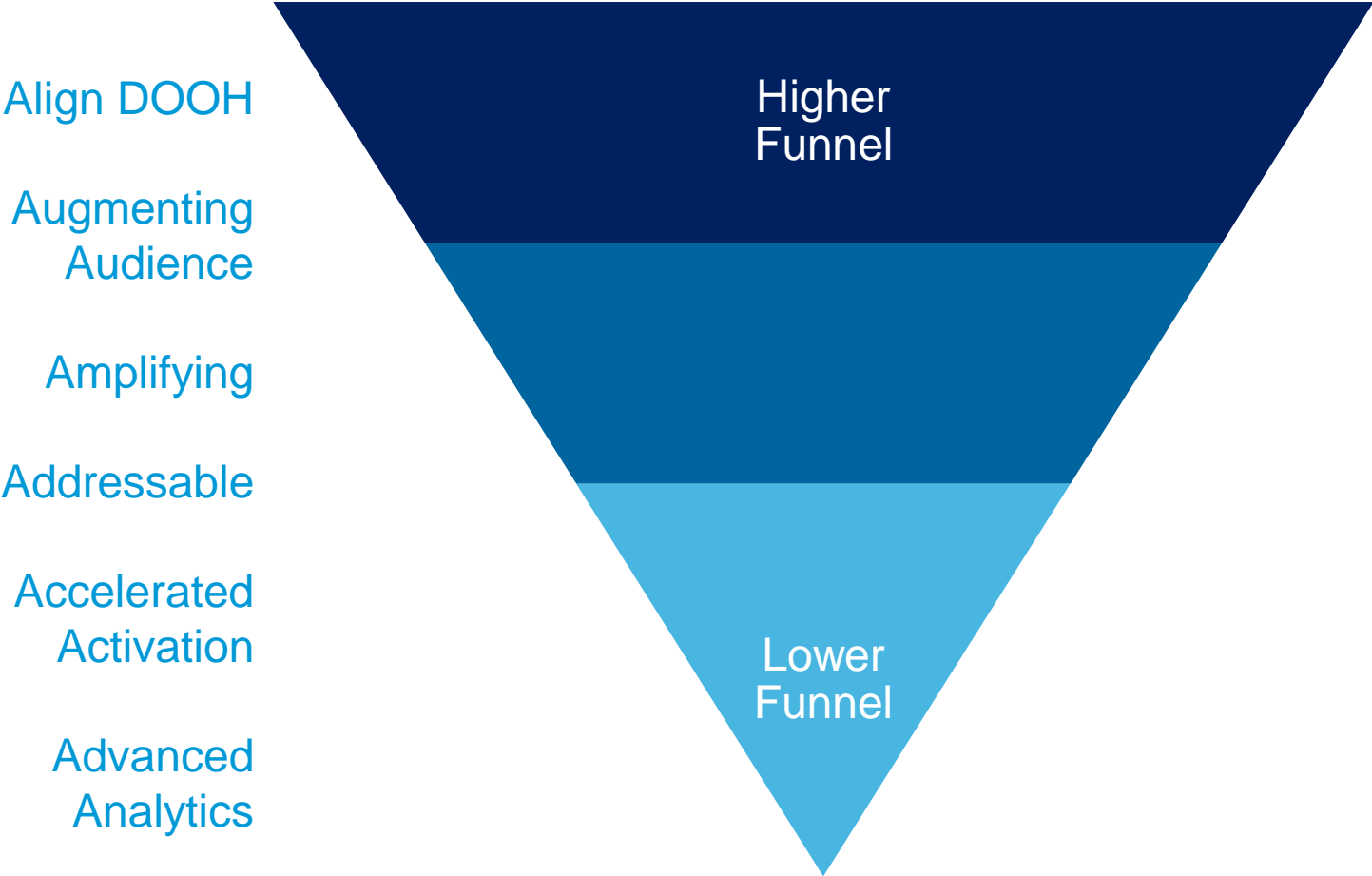
Sell side teams manage, monitor and modify DOOH campaigns, optimising in real time



Mapping how PrOOH supports Programmatic / OOH ecosystems



Flexibility through the Funnel to drive desired Effect



Unlocking DOOH in the Post-Cookie Landscape

How we support our Omnichannel customers navigate DOOH activation

Provide deep insight into DOOH and how the channel influences audiences in the physical world

Convert the insight into action by using our proprietary planning tool RADAR, or your data, to build a media plan

We consult with you on the optimal approach to activation and tech stack requirements

Insight
Augmenting Audience
Aligning DOOH



Data
Amplify Content
Addressable Media



Deal
Accelerated Activation
Advanced Analytics



Clear Channel supporting brands along the funnel

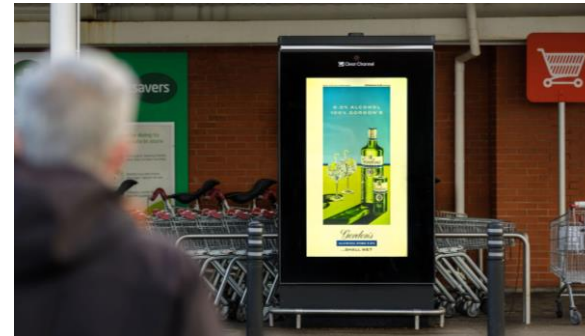
Broadcast Reach



Right Place, Right Time



Point of Sale



Key Takeouts

Building **mental availability** through the impact of **DOOH** broadcast reach and creative canvas.

DOOH supports, stimulates and supplements other digital channels to drive **effects**

Data-fuelled DOOH can trigger messages to be delivered flexibly, in key purchasing occasions.

Knitting together digital channels for combined impact, including **DOOH via OpenRTB**, to unlock incremental value.

 Clear Channel

LAUNCHPAD

Accelerated Out of Home