

INTRODUCTION TO DIGITAL OUT-OF-HOME



ADELPHIC
BY VIANI



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INTRODUCTION

Digital out-of-home (DOOH) is a return to advertising's roots, reimagining the classic advertising experience through captivating creatives and streamlined ad delivery. And these days, DOOH isn't limited to roadside billboards; **ads can also be found running across screens in elevators, gyms, airports, office buildings and more.**

According to MediaPost, the DOOH market is on track to grow to more than \$26 billion by 2023 ¹ – a trend justified by the medium's reach and engagement.

DOOH allows marketers to tailor their advertising to location, time of day, weather and traffic conditions, to name a few. But to many marketers, buying DOOH programmatically remains a novel concept.

Viant® recognizes that programmatic brings more control, flexibility and greater optimization to DOOH advertising. We know that **attracting audiences and driving brand awareness in high-traffic locations has never been easier** – with the right tools and understanding.

Read on for the foundational knowledge of programmatic DOOH that every marketer needs to know.

DOOH at a Glance ...

- **91%** of consumers notice some form of OOH advertising
- **71%** of consumers find digital billboards to stand out more than mobile ads
- Consumers are exposed to an average of **56 minutes** of DOOH advertising per week
- **82%** of consumers say they've made an impulse purchase the same day as being exposed to DOOH

Source: Nielsen, 2016; COG & OnDevice, 2015; PQ Media, 2017; Media Caddy, 2016

¹ <https://www.mediapost.com/publications/article/323176/programmatic-doo-why-now.html>

DOOH DEFINED

DOOH can be categorized in a few different ways, but it's easiest to think about as fitting into two segments:



LARGE-FORMAT DISPLAYS: These displays are generally located in public areas and are seen by large and diverse audiences on their way to other destinations. Some examples include **digital billboards along highways and displays on city bus shelters or subway stations.**



DIGITAL PLACE-BASED MEDIA: These displays are located in "destination locations" that people are going to for specific reasons, as opposed to simply passing by as they do Large-Format Displays. Some examples include **displays at doctors' offices or elevators in office buildings.**

Types of DOOH Inventory Include:

- Roadside billboards
 - Transit shelters
 - Airports
 - Office elevators and lobbies
 - Health clubs
 - Spectaculars
 - Shopping malls
 - Retail stores
 - Doctors' offices
 - Convenience stores
 - Bars and restaurants
 - Taxi cabs
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DOOH vs. Connected TV Advertising

Imagine you're in a doctor's waiting room. In the corner, a TV cycles through a series of ads. Does the TV count as DOOH or Connected TV? To many, the answer isn't as straightforward as it seems.

So, what is the difference? In short, CTVs are owned by consumers, while DOOH panels are owned by media companies or businesses. Keep this in mind, as some sellers will refer to their DOOH inventory as Connected TV inventory in exchanges.



DIGITAL VS. TRADITIONAL OOH: WHAT'S THE DIFFERENCE?

It's crucial to understand the difference between digital out-of-home and traditional (or "static") out-of-home, both in terms of what they are exactly and how inventory can be purchased and creative can be displayed.

Traditional OOH refers to large-scale paper or vinyl installations – what we generally think of when we imagine conventional roadside billboards. Traditional OOH typically requires a long-term commitment from an advertiser and cannot be easily or frequently altered to reflect real-time events like weather or traffic.

By contrast, DOOH allows marketers to change up creatives or provide messaging reflecting real-time events remotely, whether displays are located inside or outdoors. DOOH displays can change based on daypart, weather, traffic conditions, breaking news and more. Thanks to programmatic technology, marketers can also leverage targeting and measurement capabilities, ensuring the most impactful campaign possible.

How to Leverage DSPs that Offer Digital & DOOH

Marketers are ultimately looking for solutions that provide insight into the complete consumer journey and every touchpoint along that journey. While DOOH is inherently a one-to-many medium (whereas other forms of digital can provide more of a one-to-one connection), the technology has evolved to allow for further convergence between these channels. By leveraging a DSP that offers many different digital channels, marketers can better understand how these channels interact and how exposure against multiple channels impacts consumer behavior.

THE TOP 5 BENEFITS OF PROGRAMMATIC DOOH



1. Reach consumers at scale in real-time with multiple ads per display
2. Launch and refresh customized campaigns to reach specific ages, genders, locations and more
3. Enhance the overall customer journey with efficient, dynamic updates and extend reach across known devices
4. Leverage user-based location targeting to optimize campaigns based on time of day and traffic patterns
5. Measure the impact DOOH exposure has on driving conversions and store visitation



HOW TO CHOOSE A DSP FOR DOOH

As with any new technology, programmatic DOOH comes with its own unique set of challenges and benefits. To help marketers understand what they should look for in a DSP when DOOH is a focus, we spoke to Wade Rifkin, SVP of Programmatic at Clear Channel Outdoor. As one of the world's largest outdoor advertising companies, Clear Channel Outdoor has more than 675,000 displays in more than 40 countries.

What, specifically, should you look for in a DSP when focusing on DOOH?

When we advise buyers on which DSP to choose, some of the points we advise them to consider are:

1. One-to-many impression counts and reporting: Can the DSP process some of the data points that SSPs pass that are specific to impressions in the OOH space? Can they use them for dynamic bidding, as well as for reporting in their UI?
2. Targeting: Can your DSP run the media and creative against things like daypart, day of week and geo data points that come through in the bid request?
3. Connectivity to mobile: Can the DSP geofence DOOH displays and retarget mobile devices or other channels? Can the DSP layer on mobile data-driven attribution for store visitation or other metrics?

What are some of the biggest challenges in choosing a DSP when you're prioritizing DOOH?

The reality of adjusting a DSP's 1:1 set up for targeting, reporting and even counting impressions is that there's real technical work that's required to accommodate a one-to-many channel like DOOH. While some DSPs, like Adelphic, have invested the time and effort to champion that development, not all DSPs have. So, when you're interested in adding DOOH into your cross-channel programmatic media mix, it's important to vet the quality of the integration work the DSP has done to ensure they're offering the end user features that'll let them effectively transact DOOH.



HOW TO CHOOSE A DSP FOR DOOH

How key are targeting and measurement capabilities?

Targeting and measurement are both critical. Programmatic buyers expect a variety of targeting mechanisms, as well as attribution and ROI. We've taken this to heart, through the development of our CCO RADAR suite of solutions, which offers up proprietary targeting, retargeting and attribution against multiple KPIs (foot traffic, tune-in lift, brand surveys and more), powered by high fidelity, privacy-compliant mobile data. This is available today, and supplemental to any of the capabilities our DSP partners offer for targeting and attribution. The latter piece, DSP productization around the use of data for DOOH, is one of the most exciting things to come on the horizon for our channel.

How does location data help brands with their DOOH advertising – both targeting and measurement?

Our media locations have been used historically and successfully to target key markets, neighborhoods or zip codes of interest to advertisers. However, one of the most compelling things to happen to DOOH in the recent past was the advent and proliferation of mobile data. Through Clear Channel Outdoor RADAR, Adelphic has been able to leverage anonymized mobile data to understand how consumers move throughout the world, including past our displays. With that, we understand the types of consumers we reach for more sophisticated behavioral targeting, and we can also measure what consumers do after exposure to our boards through post-exposure attribution. This is all powered by persistent location data and device IDs, and deployed in an anonymous, consumer-friendly and privacy-compliant fashion.

CCO RADAR is something we've been offering through our direct channel for two years, and as of last year, we began offering it through our programmatic private marketplace offering as well. That allows our clients to tap into our powerful targeting and attribution toolkit, holistically, across both direct and programmatic transaction with us.



WHY RUN DOOH WITH ADELPHIC?

Adelphic's offering allows advertisers to purchase DOOH inventory programmatically within our self-service platform via client negotiated non-guaranteed PMPs. The current offering is made available through an integration with the Rubicon Project Exchange, which gives clients access to several DOOH suppliers and DOOH formats.

Here Are Just a Few Benefits of Our DOOH Offering:

Launch and refresh campaigns with the latest branding efforts and offerings quickly and efficiently through programmatic digital execution

Impression multipliers translate a single DOOH ad into digital impressions based on calculated viewership

Extend out-of-home messaging across all digital devices based on known consumer exposure

Forecast audiences for anticipated reach across Rubicon's integrated network of DOOH units

Optimize campaigns in-flight based on user-based location data or time of day

Assess the impact that DOOH exposure has on driving conversions and store visitation



ABOUT ADELPHIC

Adelphic is a leading people-based cross-channel demand-side platform. Adelphic provides an enterprise-ready self-service software solution with an innovative subscription option for agencies, brands and other large media buyers to make meaningful engagements with consumers across all devices and formats. The company's platform is fully RTB-enabled and delivers global scale through access to all leading inventory providers. Adelphic's technology overcomes the limitations of user identification across all digital devices, yielding rich, nuanced portraits of real people, instead of cookies. Adelphic is owned by Viant, a subsidiary of Meredith Corporation. For more information, visit adelphic.com.

ABOUT VIAN

Viant Technology LLC is a premier people-based advertising technology company, enabling marketers to plan, execute, and measure their digital media investments through a cloud-based platform. Built on a foundation of people instead of cookies, the Viant Advertising Cloud provides marketers with access to over 250 million U.S. registered users, infusing accuracy, reach, and accountability into cross device advertising.

Founded in 1999, Viant owns and operates Adelphic and is a member of the XUMO joint venture.

In February 2018, Meredith Corporation (NYSE: MDP) acquired Viant parent company Time Inc. (NYSE:TIME) and all its subsidiary companies, creating a cross channel ecosystem of nearly 175 million unduplicated American consumers every month, including 80 percent of U.S. Millennial women. Viant is a 2018 Inc. Magazine Best Workplaces award winner.

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