



The research based on Statista, IAB, TheNeuronIntelligence, getafly, thedrum © 2022 NT TECHNOLOGY

DOOH

Advertesing

INTRODUCTION

Advertising has been placed in public places for ages of human history. From the first sales ad scribbled on papyrus in ancient Egypt to painting posters on the streets, brands used ads in public places to promote products and services to passersby. Out-of-home advertising was popular because of its practical, simple, straightforward, and effective way to “catch” the audience's attention for that period. OOH was difficult to overlook – as reported by Statista

80% of users notice out-of-home advertisements weekly.

However, the age of digital is here and thriving. Technology solutions are becoming more advanced and are improving the way out-of-home media deliver brands' messages. As a result, digital out-of-home was created.

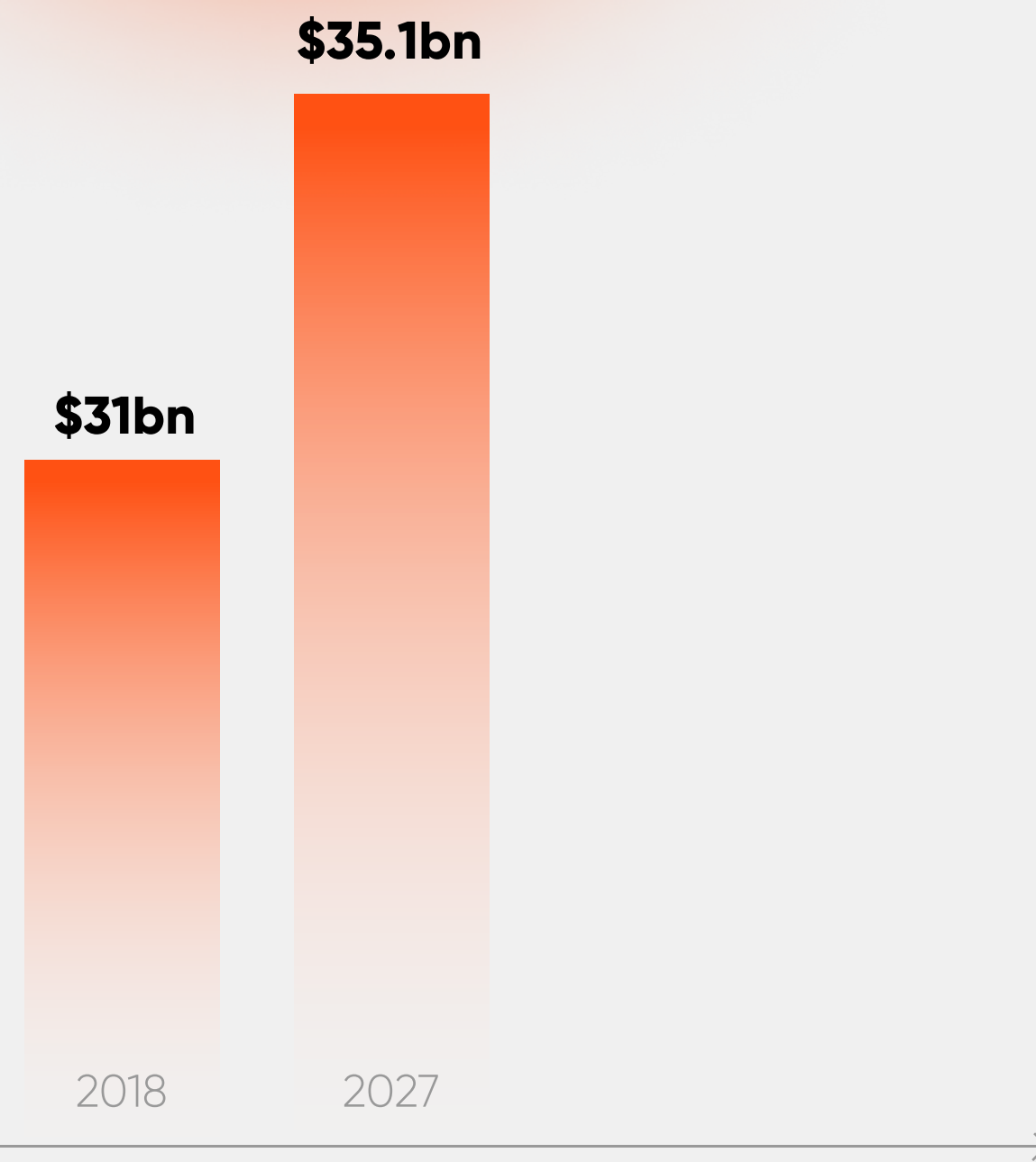


Nowadays, the use of DOOH is gaining in popularity. It allows brands to access real-time data, allows them to update advertising content in the middle of ad campaigns to adjust to changing trends, and provides an effective and eye-catching way to communicate with target audiences.

For brands looking to get started in digital out of home, it pays to learn more about DOOH.

DOOH

ADVERTISING MARKET GROWTH



Digital out-of-home advertising has seen major growth in the last few years and will continue to expand. Last year was a significant year for the out-of-home industry. Despite the difficulties during the past two years, OOH ads increased by **38%** in Q3 last year, compared to the same period in 2020. This impressive recovery has been driven by DOOH. Global digital OOH revenue grew annually by **4.1%** between 2010 and 2018 to reach \$31 billion in 2018. That tendency will continue for the next few years. Based on data from the Neuron Intelligent Connections, the global digital DOOH ads market is expected to reach \$35.1 billion by 2027. The USA, China, Canada, Japan, South Korea, and Europe will be leading in this sphere.

In fact, due to the rise in users spending time on the go , brands are planning to increase their investments in DOOH ads. So **76%** of global advertisers are planning to increase their spending on digital out-of-home advertising in 2022, while **22%** intended for their spending to remain constant.

Because of the pandemic influence and development technology, advertising needs to be flexible, adaptive and faster than ever before. The DOOH ads are becoming more developed, creative and technological. So as that tendency is continuing, adoption of DOOH ads is only going to accelerate.



**Das Filmmuseum ist eine Cinémathèque.
Die Ausstellungen finden auf der Leinwand statt.**
The Austrian Film Museum is a cinemathèque.
Exhibitions take place on the screen.

WHAT DOES DOOH MEAN?

DOOH, or digital out-of-home advertising, is out-of-home advertising using digital screens. Dynamic digital screens are available in public places such as airports, supermarkets, streets, etc. In these spaces, users are prone to let their attention wander to the media around them, so the right technology screens can influence their decision-making.

HERE ARE TYPICAL EXAMPLES OF DIGITAL OUT-OF-HOME ADVERTISING:

- **Full-sized digital billboards on the highway**
- **Digital video displays in Wi-Fi terminals**
- **Advertisements on commercial jet screens**
- **Screens in elevators**

As digital screens replace paper, paste, and paint, a brand's messages can be changed at any time, providing brands more flexibility, and creativity, and leaving a lasting impression on users. Advertising on digital screens could help brands reach a broad target audience, help increase brand awareness, allow them to reach a "cold" audience, etc.

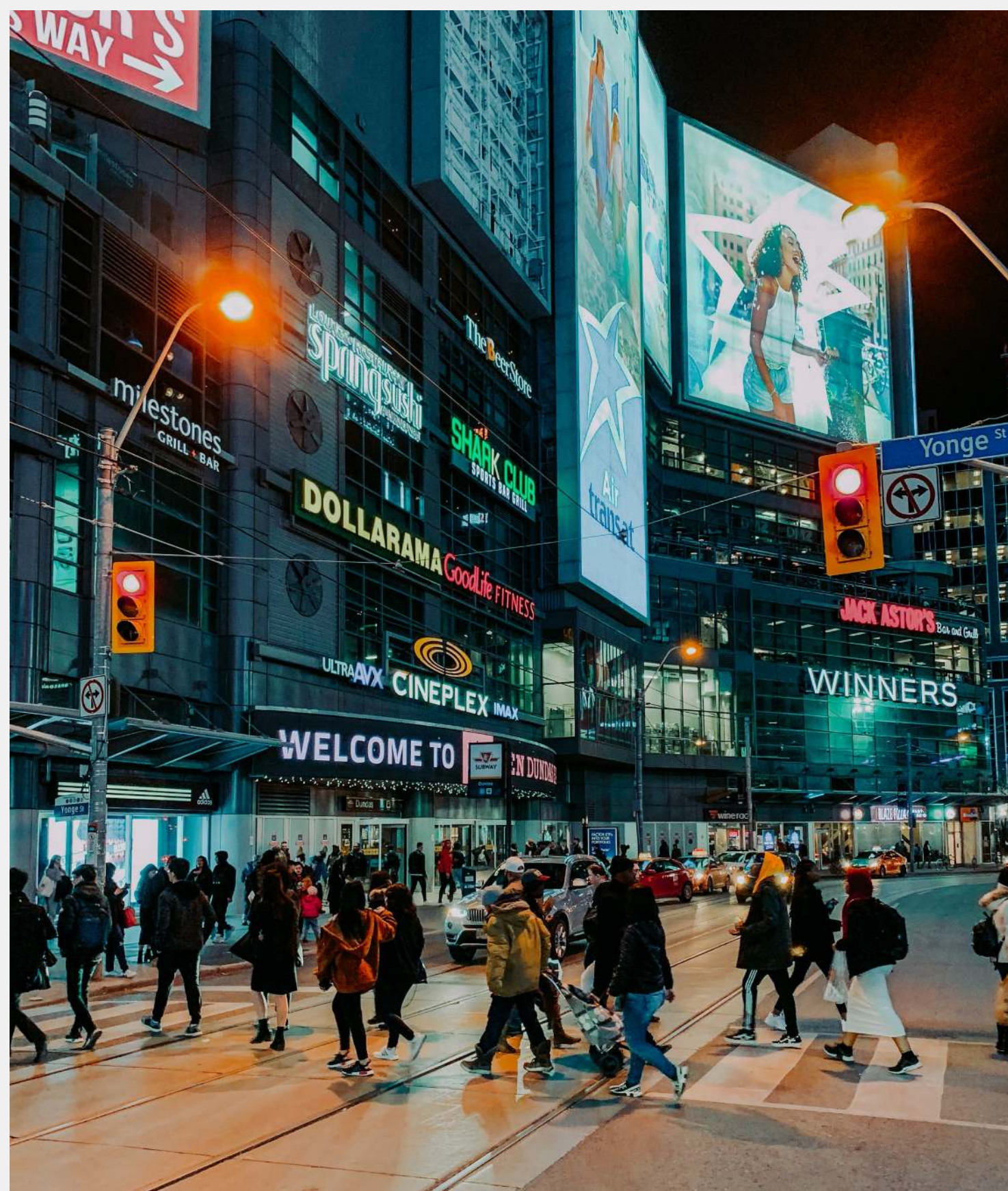
69%

of viewers took some action after seeing a digital DOOH ad. Actions included searching for a brand online, visiting their business in person, or posting to social media;

DOOH AD FORMATS

In general, DOOH ads can be broken down into two categories:

Outdoor Advertising



Indoor Advertising



Each of these offers a range of options and opportunities for ad placement. Locations, formats, and spaces for ads brands should choose to depend on ad campaign goals.

38%

higher impact on long-term users' memory of dynamic ads than static creatives

OUTDOOR

62% of users noticed digital billboards



Its digital screens and billboards are placed along highways, on streets, petrol stations, etc. They give opportunities for delivering impactful, memorable advertising to a wide audience when they go on.

In this case, digital content can be connected seamlessly to social media feeds, updated in an instant to adjust to new trends. Also, that can be shown in video ads, carousels or slideshows, etc. Additionally, advertisements can be changed to reflect local events, weather conditions, traffic patterns, and more.

Brands can target by location, demographic, etc., allowing them to accurately catch audiences they need to reach at the right time.

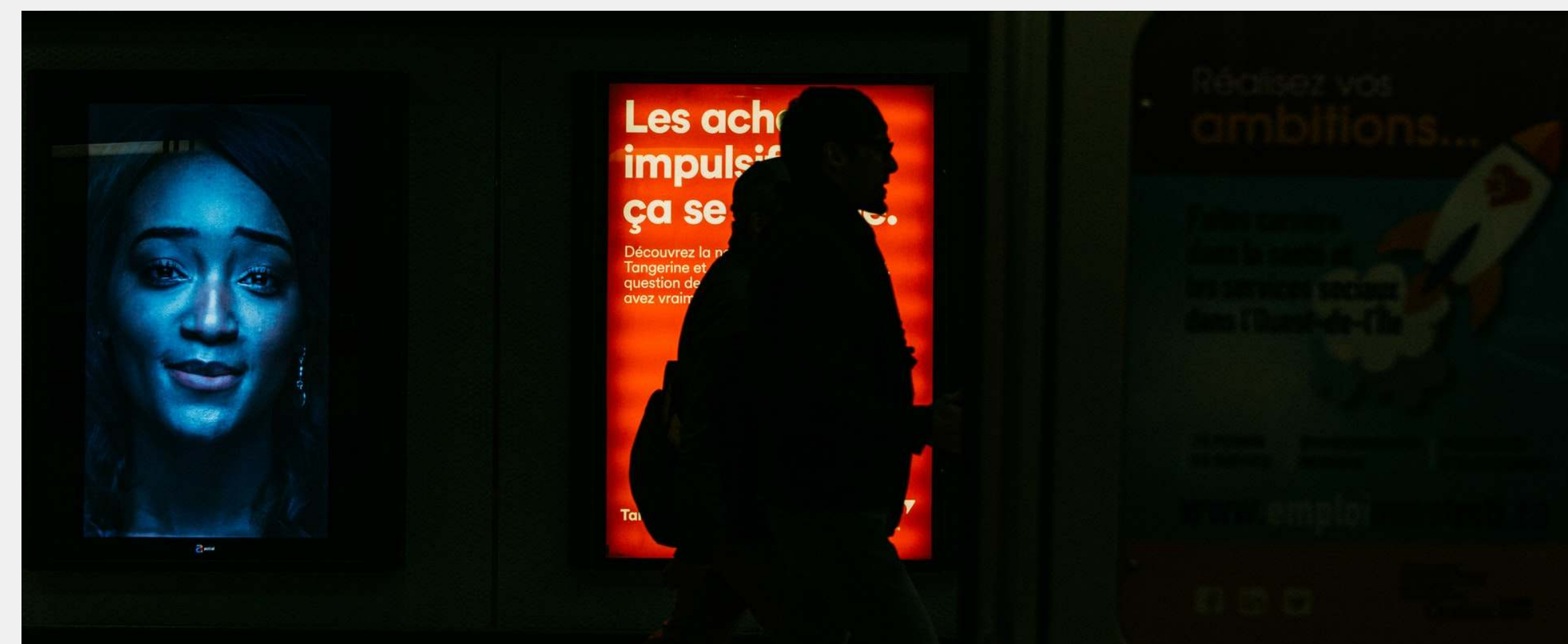
INDOOR

There is a form of digital out-of-home advertising that can be found inside. In fact, this type helps advertisers to reach a niche audience when they're in a contextually relevant environment. Indoor ad spaces can include:

- **office buildings**
- **shopping malls**
- **gym**
- **restaurants**
- **university**
- **parking garages**, and more

Brands can use video ads and image ads to advertise their product and services by that type of DOOH.

Out of five advertising channels, consumers said that billboards and in-store digital displays were the two they found the least annoying.

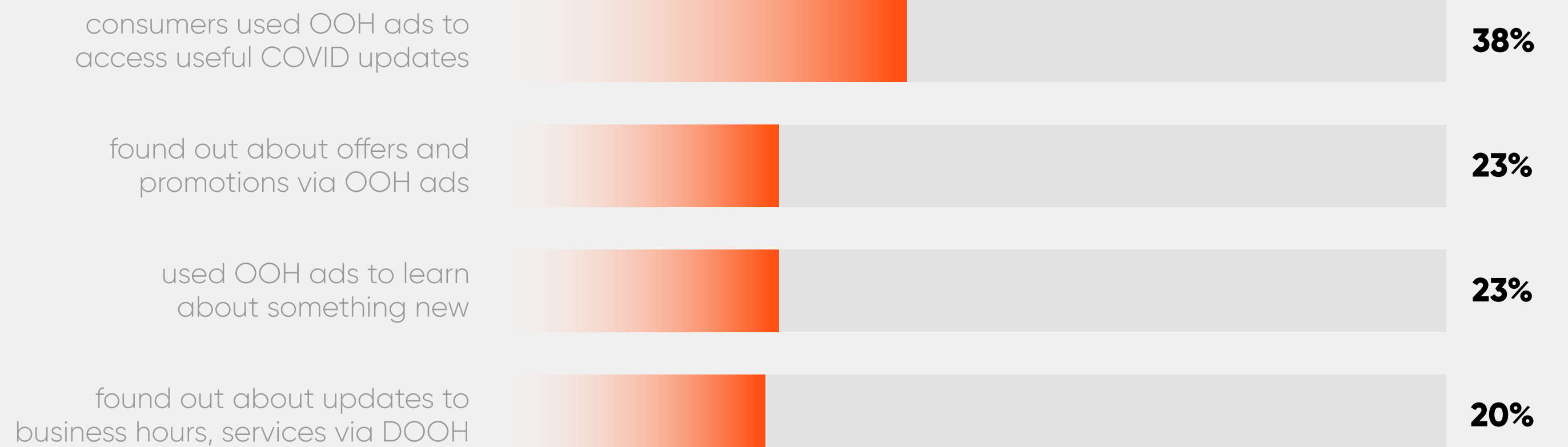


WHO WILL SEE BRANDS' DOOH ADS?

In the process of setting a digital out-of-home ad, brands can choose parameters of the desired audience, including any specific segments to target, and set the parameters of their ads. Also, marketers can add extra data and triggers to target a particular audience. The platform then analyzes the inventory available, selecting the right screens near target users to display an advertisement.

Digital screens are equipped with special detectors which recognize and read MAC-address to define users. Ads will show on digital screens when there is a high concentration of the target audience.

Despite DOOH ads being served on boards that index high of the target audiences, it will also reach others outside of the brand's audience. However, it's a good opportunity to try to interest them.



TARGET OPPORTUNITIES FOR DOOH ADS

One of the reasons digital out-of-home advertising develops rapidly is the opportunity for reaching the target audience in real-time. Due to its real-time coverage and targeting, brands can boost the effectiveness of their ad campaign and channelize the target audience to the next stage of the sales funnel. Also, advertisers can set ad frequency to the same ads that aren't advertised over and over.

DOOH platforms can capture demographic and behavioral data of users as they view digital OOH ads. Then, artificial intelligence integrated with the machine learning-powered recommendation engine analyzes the data to show the right content to the right users at the right time. That helps to increase the accuracy and effectiveness of targeting.



DOOH ads give more opportunities for target brands' audiences than traditional out-of-home advertising. Brands have the ability to target via demographic, geographic, income group, time, weather, and even temperatures around the screen. For instance, digital out-of-home screens can be triggered by high temperatures to show advertisements from ice-cream brands. Another example: ad creative from autobrand can be triggered at roadsides during periods of heavy traffic. Visuals can be adapted to context and audience as well.

With DOOH advertising, brands receive information about the playtime of their ads. They can deliver ads messages without going irrelevant and inopportune for the target audience.

WHEN SHOULD BRANDS USE DOOH ADS?

Digital OOH ads work for a brand's tasks, and helps brands introduce themselves, products, or services, and create interest in certain aspects of their business to a broad audience. So brands can use DOOH advertising on the top of funnel stages – awareness and interest.

48% of brands use DOOH to increase brand awareness, seeing their trust ratings grow by **24%**, while consumer confidence improved by over **100%**



However, DOOH isn't enough to achieve performance goals. If brands want to increase conversions, and work on the down side of their sales funnel stages, then they should combine DOOH ads with other advertisements and channels in the digital space. Digital OOH can deliver positive upfit as a part of a multi-channel campaign: it can increase factors such as search traffic, website visitors and social networks mentions, as well as boost conversions. And mobile and retargeting might be a good pairing for that.

Examples of media mix strategy with DOOH ads

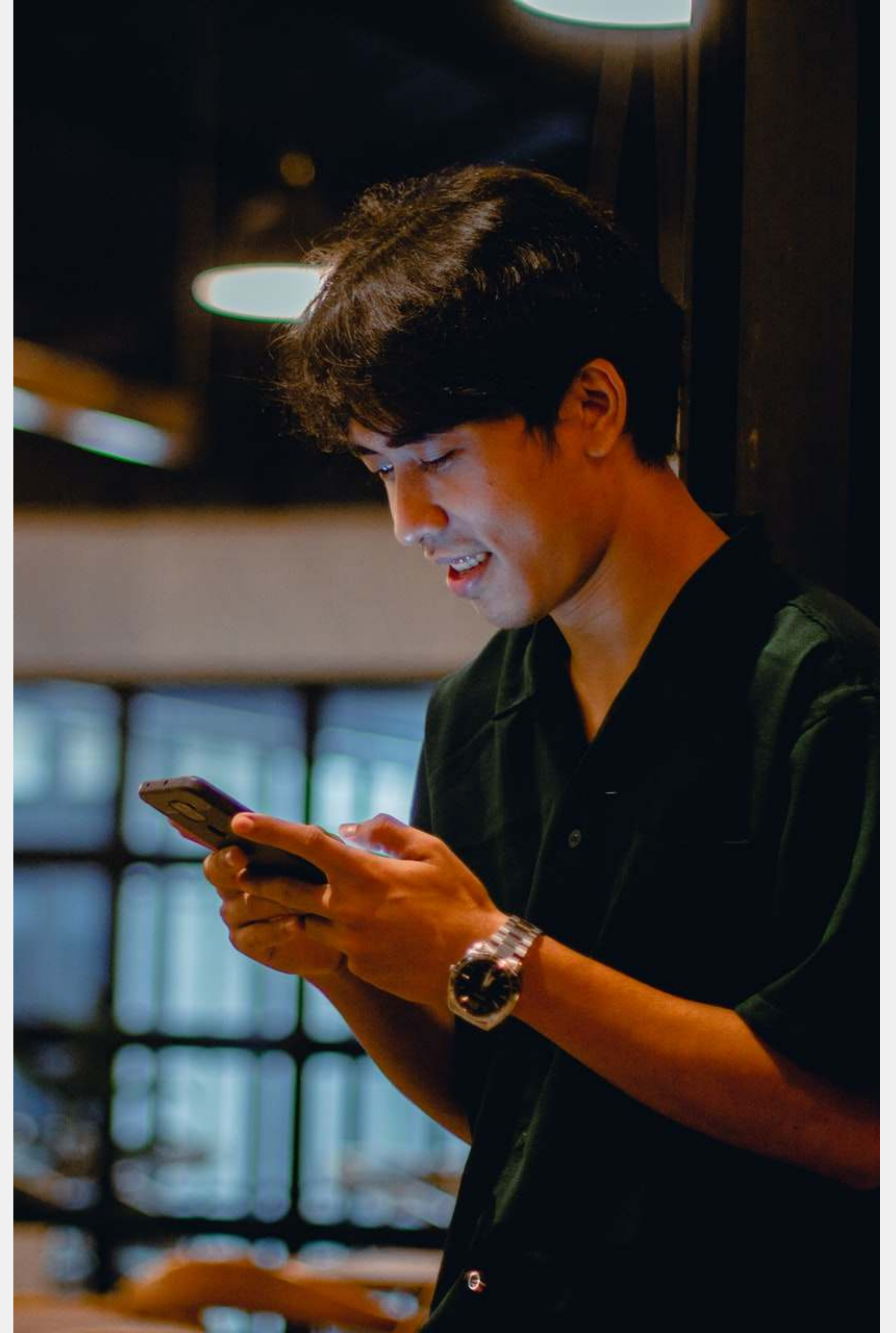


HOW DOES IT WORK WITH MOBILE?

While digital out-of-home advertising engages users with eye-catching design, mobile ads provide one-to-one engagement for the audience, giving them a chance to learn more about a brand, products, services, and others. Action-based creatives like advertisements with QR-codes or promo codes requiring the use of a smartphone to complete an action may be used to leverage brand communication as well. Also, QR or promo codes can help advertisers calculate the effectiveness of the advertising.

62%

of viewers engaged in mobile device actions after seeing a digital out-of-home ad, such as searching for or visiting the advertiser's website, scanning a QR code, using a hashtag, downloading or using the advertiser's app, accessing a discount offer, or making a purchase;



HOW DOES IT WORK WITH RETARGETING?

If brands want to continue communication with users who saw digital OOH advertisements, they can create segments of these users and set retargeting using audience data from DOOH campaigns.

O2O technology (offline to online) enables brands to build the bridge between digital OOH and retargeting. That Wi-fi solution allows to collect the audience data of who watched a DOOH ads: demographic data like age and gender, interests, behavior, mobile operating system, etc. Later, brands can leverage these data to set retargeting.

360%

increase in reach when brands combine their digital ads with out-of-home campaigns

HOW TO MEASURE EFFECTIVENESS OF DOOH CAMPAIGN?

Measurement of digital OOH ads has historically been a challenge, and based on the understanding of how many users saw advertisements and how often – reach and frequency. So there are several metrics that will also help brands evaluate their ad campaign's success:

- Served impressions. How many times ads have begun to play.
- Brand Lift. This type of study can also be implemented to evaluate the campaign's influence on consumers.
- Audience impressions. It is the total number of people with an opportunity to see. It can also be explained as the total number of times people passing digital out-of-home displays are likely to notice a message.
- Opportunity to See (OTS). OTS for DOOH is the probability of seeing an advertisement. In addition, it's important to remember that digital out-of-home ad is displayed as a one-to-many medium rather than a one-to-one, so several OTS could be counted during one ad display.

More advanced metrics for measurement of effectiveness DOOH ad will only improve as technology becomes more sophisticated and developed. So marketers will be able to measure viewability of a digital OOH frame through the use of eye-tracking tools in the future.

PAYMENT MODEL OF DOOH ADS

Digital out-of-home advertising isn't priced the same way as traditionally digital ads. Although the models are similar, DOOH is different from other types of ads, and the pricing structure is unique.

CPM per 1000 Opportunity to See (OTS) is a key payment model for digital OOH media. This means marketers are paying for real contacts of users with advertisements. OTS is determined considering viewshed – the geographical area that is visible from a location. It includes all surrounding points that are in line-of-sight with digital OOH placement, and takes into account fixed characteristics such as the size, distance from the audience and position to the audience of an digital OOH media ad. For instance, if users are behind a digital billboard and can't see an advertisement, then that won't be determined as OTS.



BENEFITS OF DOOH ADVERTISING

When it comes to DOOH advertising, there are countless opportunities for brands to succeed. Here are some advantages that digital out-of-home is suggesting.

Dynamic and flexibility

Thankfully with digital screens a variety of content can be displayed, so it makes an ad content dynamic and interesting for users. While traditional out-of-home advertisements might stay for weeks, DOOH ads can update creative every 15 seconds. It helps keep users intrigued and more receptive to messaging.

Increase opportunities for campaign

Digital out-of-home can be purchased and managed through programmatic platforms. Programmatic helps to make DOOH ad campaigns more personalized, relevant, and engaging due to data.



No place for banner blindness and fewer distractions

Users often ignore banner ads while they are surfing the Internet or using apps. DOOH ads are hard to miss because of placement, size, design, and viewing context – users are reached when they are outside and they can't switch over to another app or site.

Large audience reach

Another reason why digital out-of-home advertising has gained more popularity as of late is its opportunity to reach target audience at multiple touch points along the customer journey. Considering that on average users spend 75% of their time on-the-go, it's a powerful solution.

Cost-effective advertising

There is no production spending such as paper, glue and print in digital OOH. Brands pay only for real contacts with their advertisements.

DOOH is memorable and likable

82% of users recalled seeing a DOOH ad in the past month, and most of them viewed that in a favorable light.

No ad blockers

42.7% of worldwide internet users use an ad blocker. DOOH ads are never ad blocked.

It doesn't depend on cookies

Future without cookies isn't far away, that's why it is so important to find a way to adapt ad campaigns for cookies-less future. And DOOH ads help brands create a campaign around ID-free contextual triggers such as weather, footfall, location, etc.

Multi-channel campaigns with DOOH is real

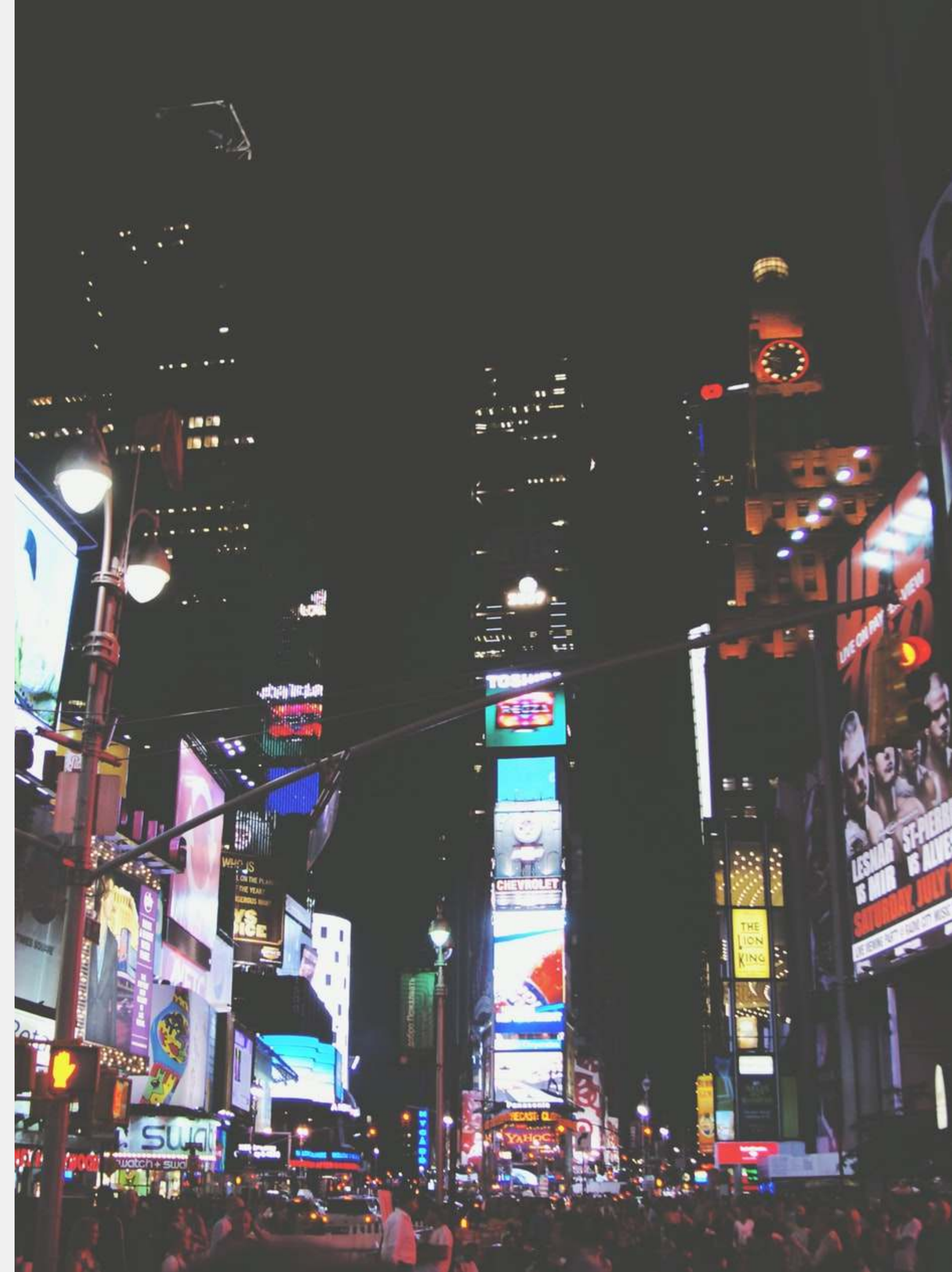
Digital out-of-home advertising is able to support both brand and performance goals when DOOH is combined with other digital ad channels. This will help not only increase brand awareness and achieve performance results, but reinforce communications with the audience, and get more profit and results.

IN CONCLUSION

There was a time when advertisements were placed only on billboards, posters, brochures, etc., but digital screens and the internet are crowded out with paper and painting advertisements. Digital out-of-home advertising has changed the concept of out-of-home advertising and turned that to more influential, interactive, and helpful advertising for brands.

DOOH ads catch users when they are closest to purchase points, on streets, bus stops, etc., and keeps a brand in its users' mind while communicating with them when they are most likely to engage. So there are new opportunities for marketers on the way to achieving their goals.

At NT, we provide programmatic solutions for brands to engage their potential consumers across Digital out-of-home ads. We can power your success with unique data for precise targeting, partners from different countries to place DOOH, cross-device synchronization, etc. Through our years of experience and advertising technologies powered by deep learning algorithms, we help advertisers achieve their goals across all channels to attract the right audience, with the right message at the right time.



**TO FIND OUT MORE ABOUT
DOOH, PLEASE CONTACT US**

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