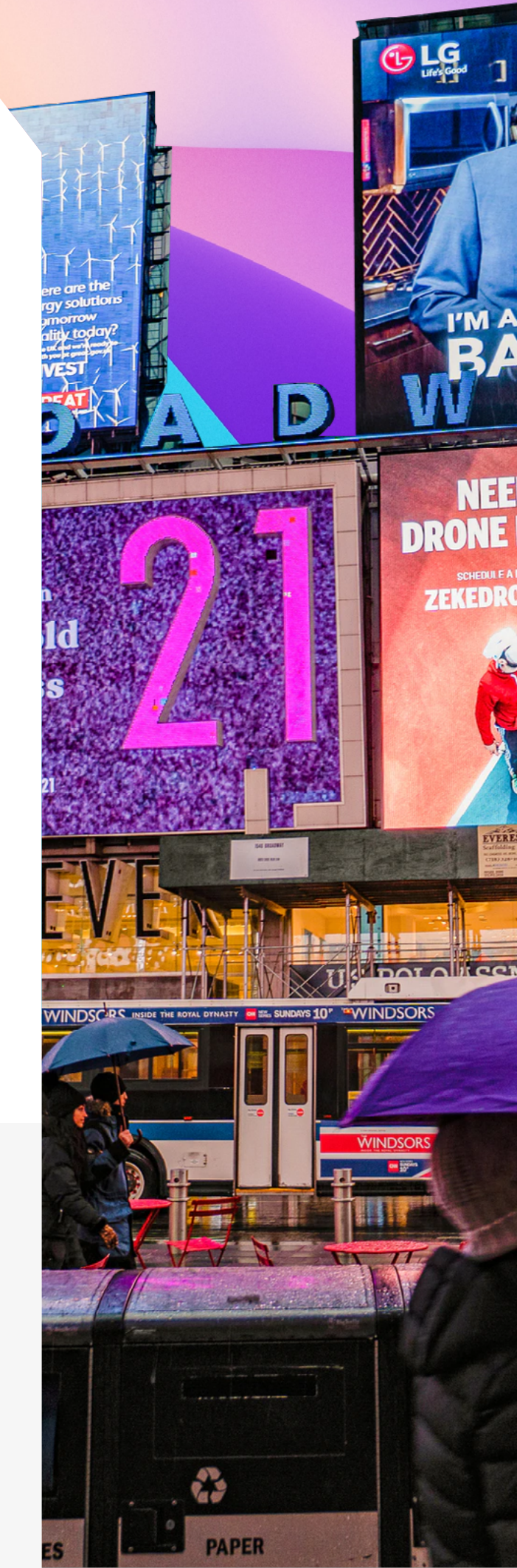




The Digital Marketers Complete Guide to using DOOH

In this complete guide to DOOH, discover what DOOH is, how programmatic DOOH (pDOOH) works and why you should include DOOH in your marketing strategy.



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Introduction

Marketers around the globe have a whole new world of advertising potential at their fingertips. Digital Out-Of-Home Advertising – or DOOH – has entered a brand-new era, unleashing unparalleled opportunities to reach the right audiences in precisely the right place at exactly the right time.

Thanks to the power of the Internet and sophisticated programmatic technologies, marketers can now reach their target audience with personalized, relevant, data-driven and measurable marketing not only across online media channels, but via outdoor advertising as well.

This ability to use data – the new gold for marketers everywhere – to target consumers in the physical

world by utilizing digital signage means DOOH advertising is delivering enormous value to brands looking to target and engage audiences on the move.

DOOH marketing is a rapidly evolving space – and there's a lot to get to grips with.

In this complete guide to using DOOH, we'll walk you through everything you need to know about DOOH campaigns, how programmatic DOOH (pDOOH) works and why you should consider including DOOH in your marketing strategy.

Let's dive in.



What Is Digital Out-of-Home Advertising?

DOOH Meaning Explained.

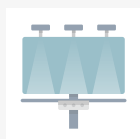
If you're brand new to Digital out-of-Home (DOOH) advertising, it's helpful to begin with a clear and concise definition.

So, in simple terms – DOOH advertising is the practice of using digital screens to deliver advertising and marketing content in public places (i.e., out of home).

More importantly, the term not only covers advertising that you see outdoors, but advertisements and other types of DOOH media you see indoors too (in shopping malls or elevators, for example). Put simply, so long as the advertisement is digitally displayed outside of a home, it is a DOOH ad.

Difference Between OOH and DOOH

Before we go any further, let's take a moment to draw a crucial distinction between two commonly used terms in the out-of-home advertising space – OOH and DOOH.



OOH stands for out-of-home advertising. It is an umbrella term that covers all forms of advertising that you find outside of the home, including print and painted advertising on billboards, banners, walls, trains, buses and paper-based posters inside train carriages, elevators, bus stops, telephone booths and buildings.



Digital out-of-Home advertising is a subset of OOH. As the D for Digital implies, DOOH is OOH advertising delivered digitally – usually via digital screens, signage, billboards and other digital out-of-home displays.

Types of DOOH Media

You will undoubtedly have encountered many different kinds of DOOH advertising while out and about. DOOH ads are, indeed, everywhere – and as city and town centers around the world continue to expand and upgrade their buildings, transportation systems, and infrastructure, thousands of new digital screens are being added to the growing DOOH network every year.

Let's take a look at a few examples of DOOH advertising.

DOOH screens can be found in the following locations:

Outdoor Roadside: Billboards, bus shelters, urban panels, spectacular displays.

Digital billboards are billboards that display digital images, videos, animations and text, usually displayed next to freeways, highways and other frequently traveled areas that can be seen from a distance by passing cars, buses and trains. Unlike traditional billboards, the content of a digital billboard changes frequently – displaying different ads for different brands throughout the day. With the full power of the digital screen, ad content can be animated, artistic and dynamic.

Transit: Airports, train stations, bus stations, subways.

Transit DOOH is designed to reach travelers and commuters. Transit screens are the digital screens on the side of buses and trains, as well as those on the back of ride-share vehicles and taxicabs.

In addition, transit DOOH includes static digital advertising at bus stations, train platforms, and on digital screens at airports.

Retail: Shopping malls, grocery outlets, liquor stores, pharmacies, gas stations.

Retail DOOH includes large digital screens typically found in shopping malls and other retail outlets. These screens – which can be thought of as large digital posters – cycle through different ads throughout the day. It also includes elevator screens which attract consumers in multistory malls. Gas pump screens have long been a key location for print-based, static ads. Today, however, you are likely to encounter a digital ad when topping up your tank. With little else to do when filling up, people actively look for a distraction, and eye-catching DOOH ads provide it.

Other inventory types that can be used as part of an omni-channel marketing strategy include:

Health & Beauty: Gyms, salons, spas.

Point of Care: Hospitals, doctors' offices, veterinary outlets.

Education: Schools, universities, and colleges.

Office buildings.

Entertainment: Movie theatres, recreational facilities (museums, galleries, theme parks), sports facilities, restaurant, bars, fast food outlets.

Government: Office buildings, DMVs (Department of Motor Vehicles).

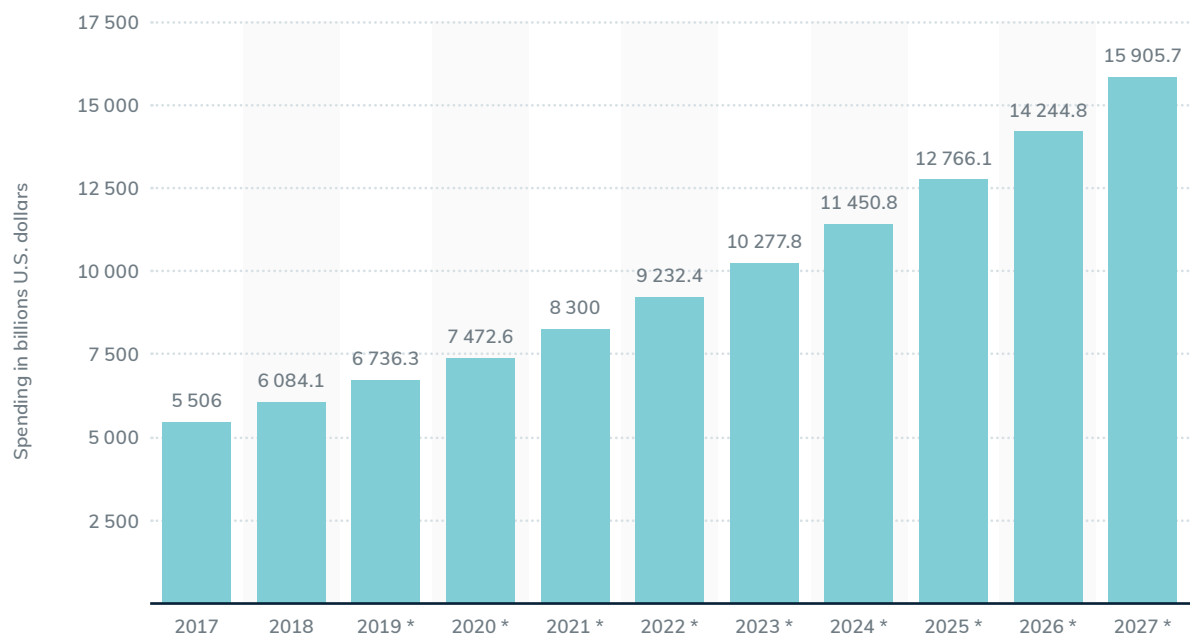
Financial: Banks.

Residential: Apartment buildings, hotels.



The Rise and Rise of DOOH Advertising

DOOH advertising is growing rapidly. The graph below shows data on the [global DOOH advertising market size from 2017 to 2027](#). Ad spending on DOOH is expected to increase from \$7.4 billion in 2020 to \$15.9 billion in 2027.



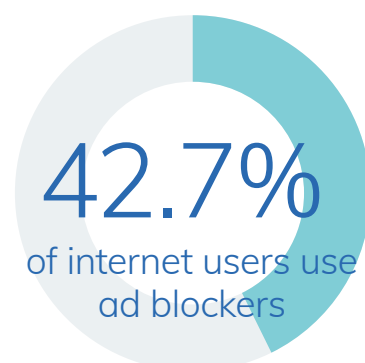
DOOH advertising market size worldwide from 2017 to 2027. Data source: [statista.com](https://www.statista.com)

Why are brands and marketers spending more and more on DOOH advertising campaigns? Because DOOH advertising reaches people in the real world and in real time without being afflicted by the problems that face other advertising channels.

Online advertising in particular, suffers from low viewability, ad-blockers, and extremely low clickthrough rates (CTRs).

The problem is that online ads have become so ubiquitous and so intrusive – bombarding internet users whenever they try to read the news, catch up with friends on social media, watch a video, or perform a Google search – that most people don't even see them anymore (a phenomenon known as banner blindness). Less than 14% of web users report that they notice online advertisements – and the overall online ad CTR stands at just 0.05%.

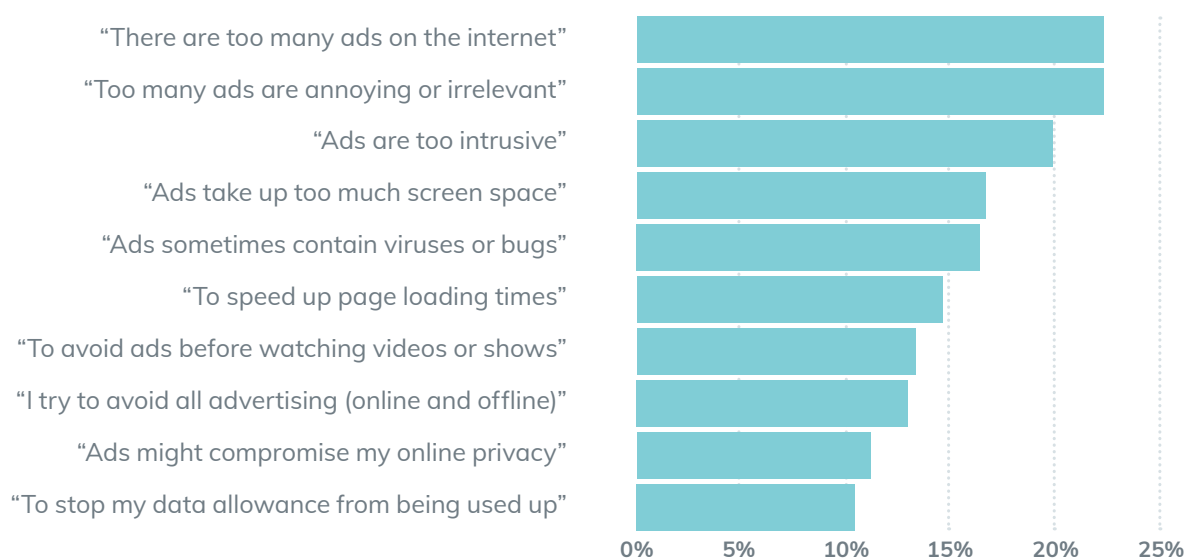
In fact, many internet users now take decisive action to block online advertisements interfering with their internet browsing. Globally, 42.7% of internet users use ad blockers, with the most reported reasons for doing so including excessive amounts of ads (22.3%), the annoyance or irrelevance of online ad messages (22.3%) and the intrusion factor (19.9%).



(Source: backlinko.com)

These stats suggest that much of the billions of dollars spent on online advertisements every year is likely going to waste – and that online ads in general are not nearly as effective or valuable as purchasers believe them to be.

Reasons for using ad blockers



(Source: backlinko.com)

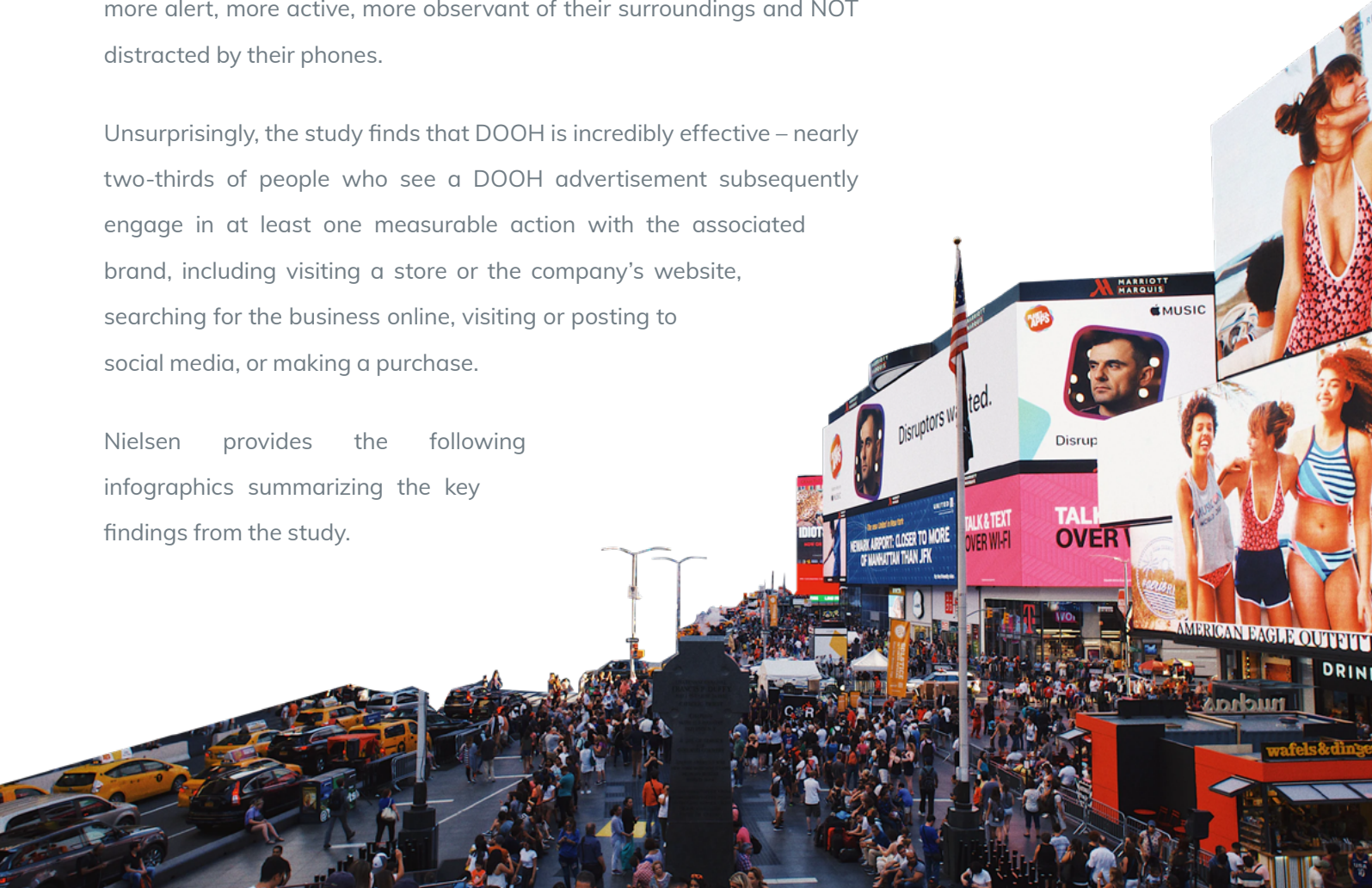
Recall, Lead Generation and Sales: Proof that DOOH Works

In stark contrast to the evident shortcomings of online advertising, the latest [Digital OOH Advertising Report](#) from Nielsen and the Outdoor Advertising Association of America (OAAA) finds that DOOH advertisements reach exceptionally large audiences. In fact, the report finds that DOOH reaches 80% of the 16+ age demographic in the US every week and 90% every month.

Moreover, not only does DOOH reach the vast majority of the population, it does so in situations when they're out and about – that is, when they're more alert, more active, more observant of their surroundings and NOT distracted by their phones.

Unsurprisingly, the study finds that DOOH is incredibly effective – nearly two-thirds of people who see a DOOH advertisement subsequently engage in at least one measurable action with the associated brand, including visiting a store or the company's website, searching for the business online, visiting or posting to social media, or making a purchase.

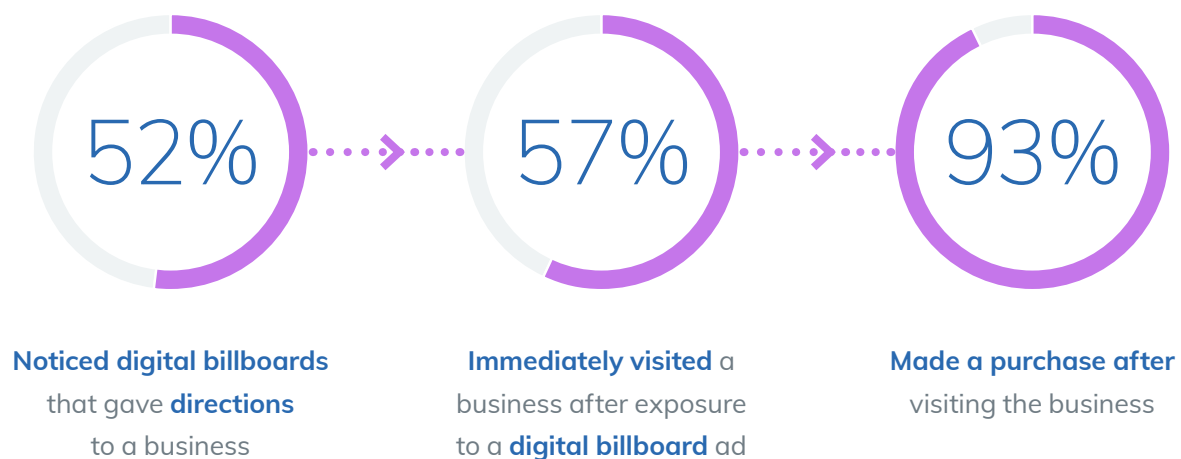
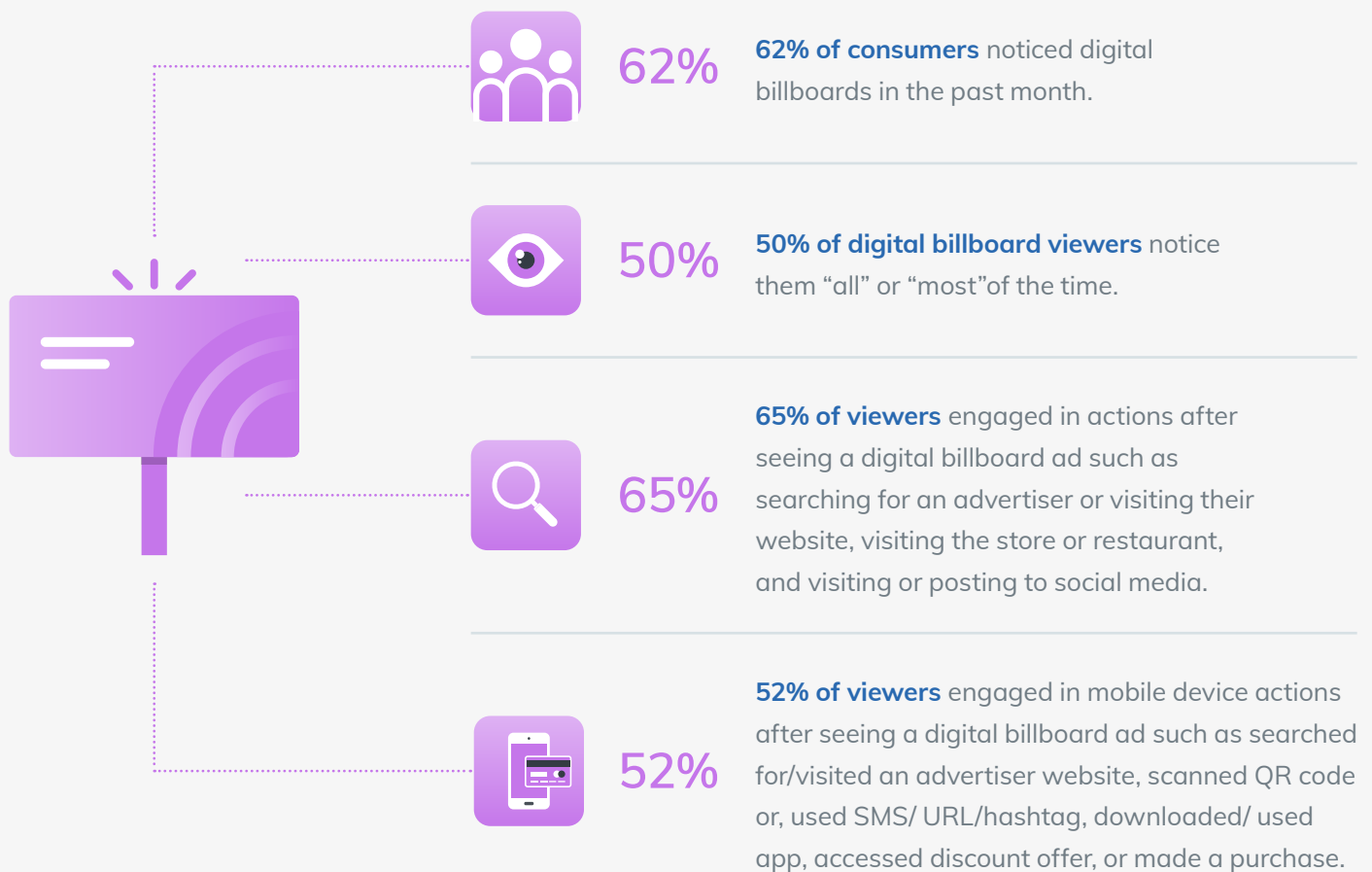
Nielsen provides the following infographics summarizing the key findings from the study.



Digital Billboards

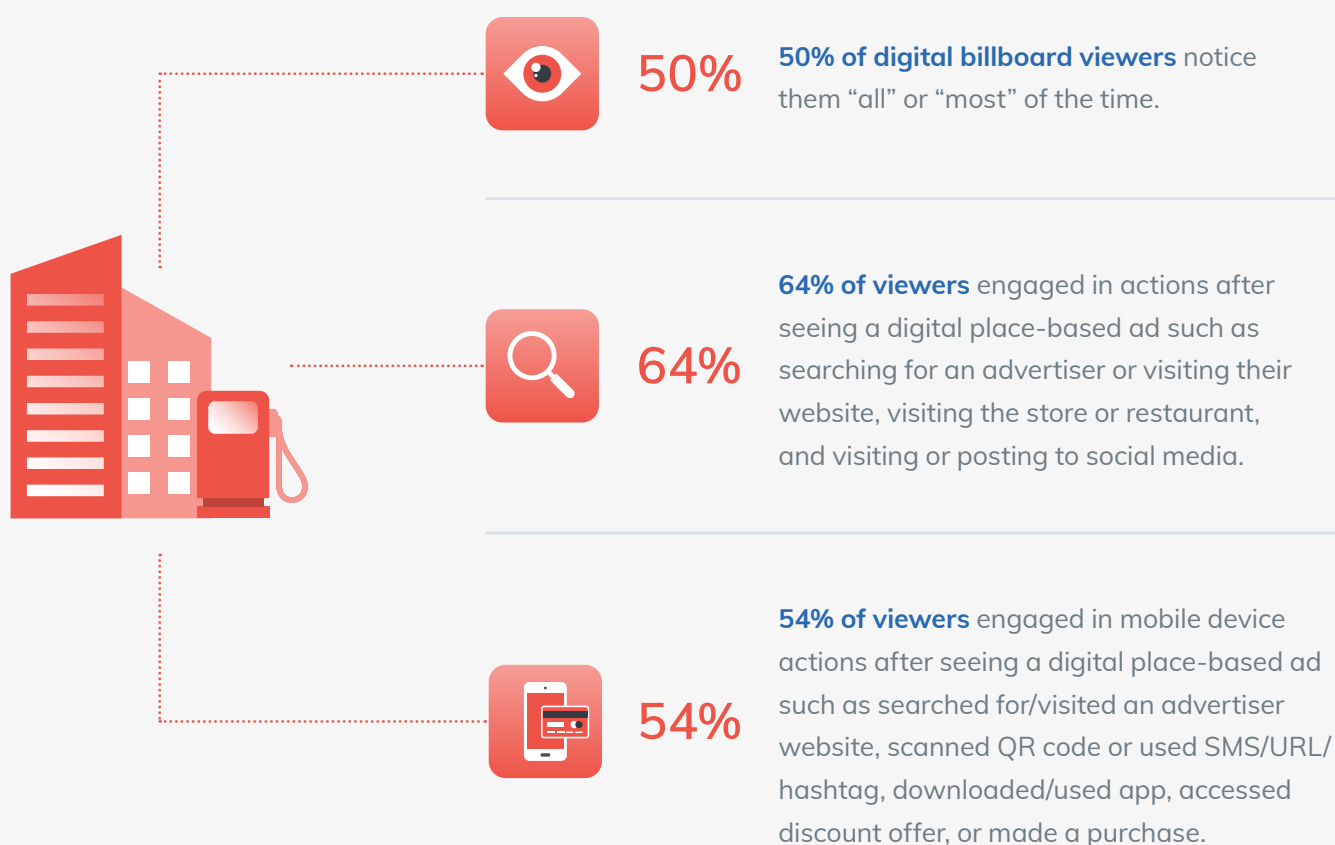
Engage Consumers and Drive Action

(Data Source: oaaa.org)



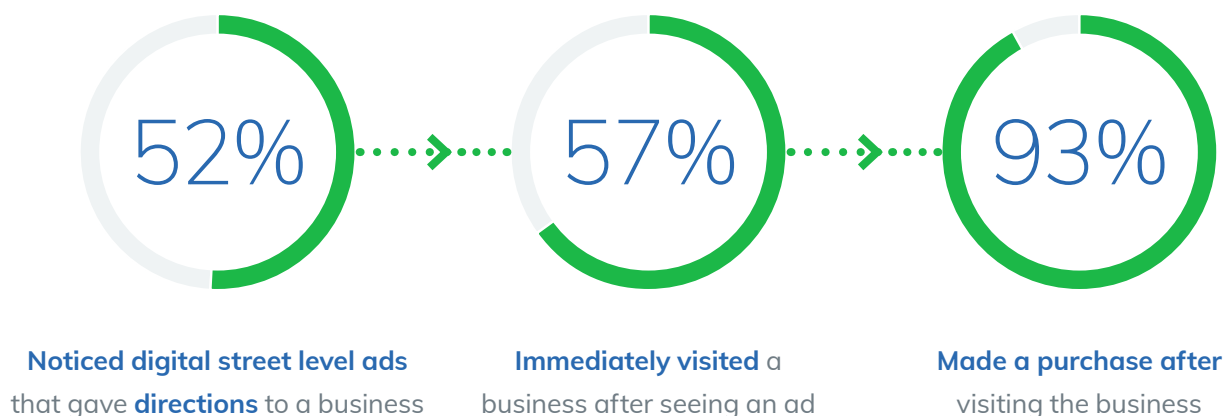
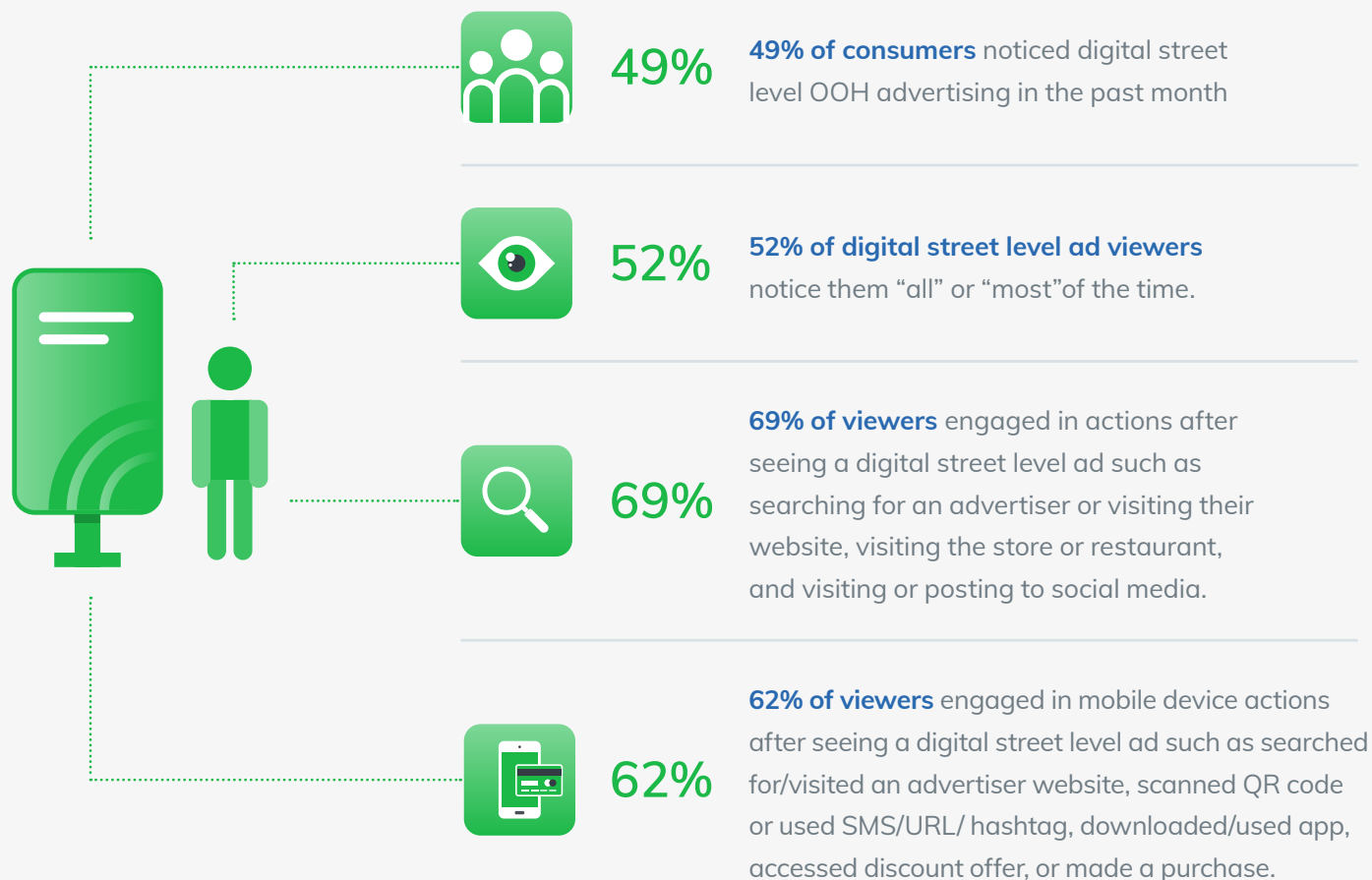
Digital Place-Based OOH Engages Consumers and Drives Action

Data source: oaaa.org



Digital Street Level OOH Engages Consumers and Drives Action

(Data source: ovaaa.org)



DOOH Even More with Data: What Is Programmatic DOOH?

Although the general advantages of DOOH are persuasive enough on their own, DOOH becomes even more valuable once programmatic capabilities are added.

So – what is programmatic DOOH, or pDOOH?

First, pDOOH isn't so much a type of advertising as way of buying it.

Historically, purchasing ad space on billboards and other out-of-home inventory has been a cumbersome, time-consuming process, with lots of middlemen negotiating prices with ad space owners. Additionally, marketers have had trouble garnering campaign data to track success and optimize future campaigns.

Programmatic DOOH solves these challenges.

Put simply, Programmatic DOOH is the automated buying, selling and delivery of DOOH advertising using specialized software and state-of-the-art data feeds.

Similar to how the online world uses cookies to understand and target audiences based on their web browsing behaviors (sites they've visited, content they've engaged with, items in their

shopping cart, etc.), Programmatic DOOH uses mobile location data to understand how consumers move through their daily routines and where they spend their time. For example – specific commuting routes, store locations, or specific points of interest, such as gyms, restaurants, entertainment venues, or shopping malls. Humans, indeed, are creatures of habit – and the locations they visit reveal a lot about who they are.

Programmatic technology allows marketers to utilize this data to understand behavioral trends and focus on desired audiences that can be targeted through DOOH media. This technological advancement activates and furthers pDOOH media when and where these target audiences are, and where they're most likely to be.

Marketers set specific conditions for their programmatic DOOH campaigns, which might, for example, include age ranges and other demographic parameters, as well as audiences who visit certain types of stores, sports, or entertainment venues. Marketers will also set a budget for their campaign, as well as campaign duration.

Based on habitual patterns over time, programmatic technology can identify the DOOH screens that fall into the locations and times of day a desired audience has the highest propensity to be. The technology then competitively bids for space on such screens and displays the advertisement automatically when all conditions can be met.

Programmatic DOOH opens up practically endless possibilities for data-driven targeting. Marketers can, for example, distribute advertisements based on the results of a sporting or other news event, or the weather. [Large, medium or small](#), all types of business can take advantage of the opportunities programmatic DOOH provides.

Mall kiosks, for example, could display ads that offer hot cups of coffee on cold, rainy days and ice-cold drinks when the sun's out. Or, retail stores with barbecue stock can use displays near their location – complete with directions – to promote their wares ahead of a sunny weekend.

The Campbell Soup Company bought [outdoor digital signage](#) to be displayed only when the

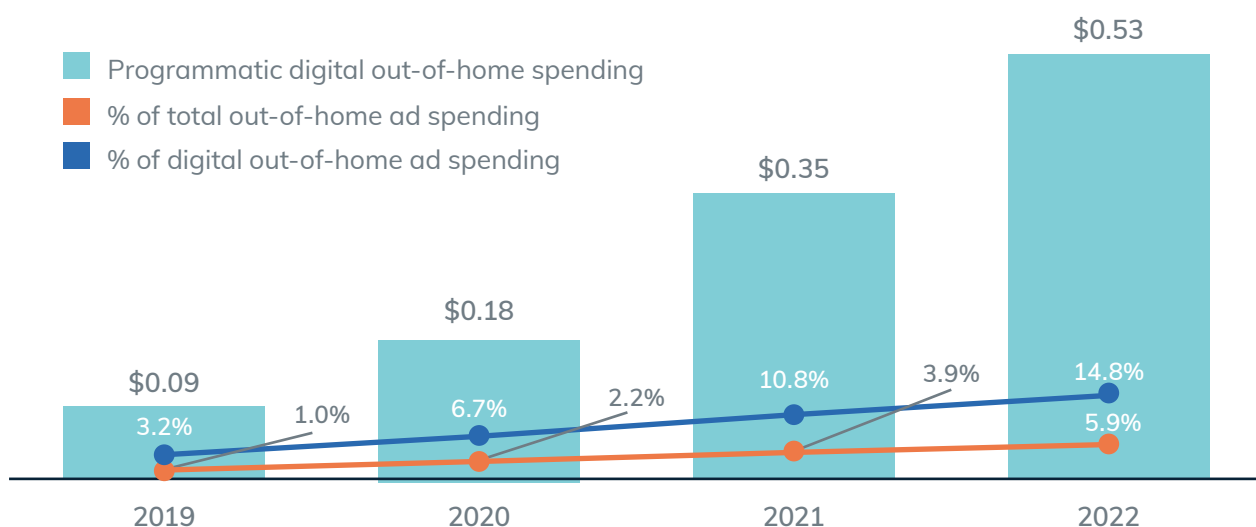
temperature dipped below a certain level. Similarly, Flonase nasal spray based their programmatic conditions on pollen count, so that ads only displayed when the demand for hay fever relief was high.

With programmatic, marketers can change creatives dynamically based on context, weather, time of day, or any other variable for optimal effect and outcomes – no wonder programmatic DOOH ad spending is on the up.

Indeed, programmatic DOOH comprised just 3.2% of DOOH spend in 2019, but is forecast to [grow to 14.8% by the end of 2022](#) – a significant rate of growth for a relatively new technology.

US Programmatic Digital Out-of-Home Ad Spending, 2019-2022

billions, % of total out-of-home ad spending and % of digital out-of-home ad spending



(Data source: [emarketer.com](#))

Ready to DOOH Programmatic the Right Way?

To get the most out of programmatic out of home digital advertising, you need a platform that is flexible, effective, transparent, and easy to use.

At [The Neuron](#), we're committed to making digital display advertising and other AdTech (advertising technology) more accessible than ever before.

Our platform lets you connect directly with established and globally renowned media owners so you can find the perfect inventory to suit your campaign, and it provides you with easy-to-use analytics tools to track your success, gain insights and optimize your efforts.

While a typical marketer can spend weeks building the perfect ad campaign strategy, you only need a few minutes to book and deliver an ad on The Neuron – exactly where and when it needs to be.

The Neuron powers the DOOH industry with location- and time-based intelligence through a variety of fully GDPR-compliant data feeds, giving you real-time insights and enabling granular targeting – so you can make the most of your budget and maximize ROI.

From one, fully integrated platform, we automate the buying process, facilitate direct connection with media owners and provide ahead-of-the-curve behavioral analytics tools to help you get the most out of your DOOH campaigns.



1. PLAN

Streamline your buying process and manage all your D/OOH campaigns on one single platform.



2. ACCESS

Increase your reach with Real-time availability of premium inventory from top D/OOH Companies around the world.



3. TARGET

Customize your criteria and enjoy data-driven decisions for optimal targeting and higher ROI within set budgets.



4. EXECUTE

Upload dynamic artwork/creatives, and execute campaigns in mere minutes with just a few clicks.



5. OPTIMIZE

Benefit from inflight adjustments of campaign elements and inventory configuration in real-time.

If you're ready for a transparent, easy-to-use pDOOH platform, [get in touch](#) today to explore the possibilities The Neuron offers.



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