



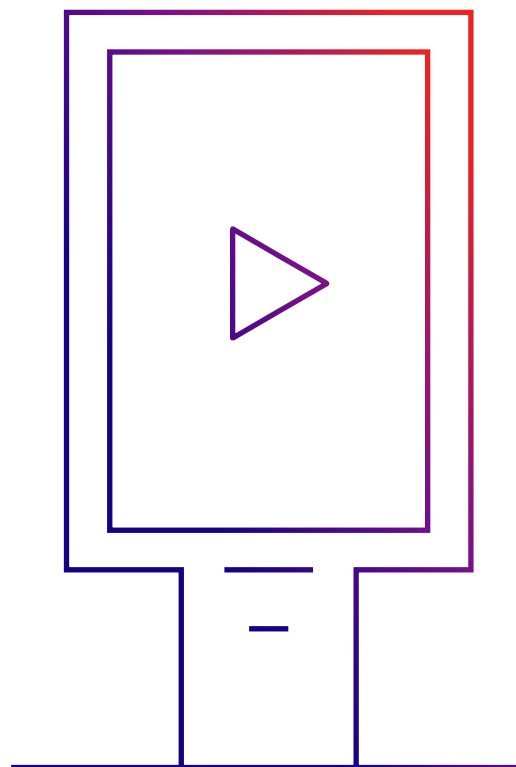
Digital Out-of-Home Buyer's Guide

Introduction

Programmatic Digital Out-of-Home (DOOH) has proliferated over the past few years, due in part to industry standardization, an improved understanding of its effectiveness within omnichannel campaigns, and an increasingly outdoor audience.

More and more advertisers are making room for DOOH in their budgets. According to the State of the Nation Programmatic DOOH 2024 Global Report, media investment in DOOH is anticipated to grow by 28% on average in the next 18 months, with a majority of budgets originating from other digital (81%) or traditional (79%) channels.

This guide on the digital out-of-home space is designed to help BidSwitch buyers navigate this fast-growing channel, identify unique opportunities, and understand its creative and technical nuances.



What is Digital Out-of-Home Advertising?

Digital out-of-home (DOOH) advertising includes any messaging to consumers found outside the home, in a public environment, that is dynamically and digitally displayed. Technology has enabled the digitization of outdoor screens and a host of new geofencing, tracking, retargeting, personalization, and measurement capabilities that increase the impact and effectiveness of out-of-home advertising.

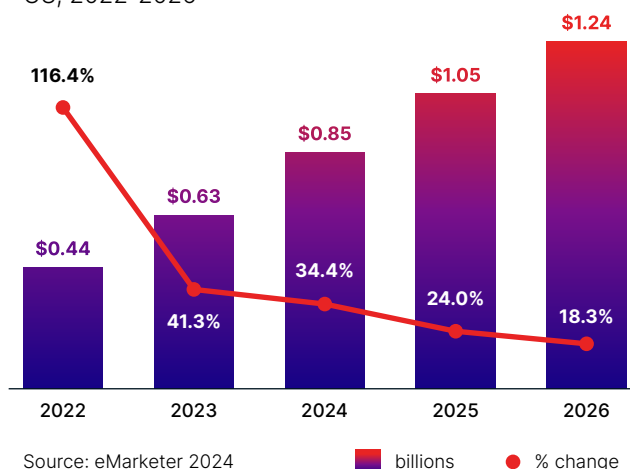
The most popular types of digital out-of-home ads are large format, place-based, and point-of-purchase:

- ▶ **Large format media** includes digital billboards such as those seen in Times Square, along major highways, in bus shelters, and across some sidewalk displays. Large format screens offer marketers the opportunity to feature creatives that change every few seconds and drive upper funnel metrics, such as product and brand awareness.
- ▶ **Place-based media**, while not as flashy as billboards, are how most of DOOH advertising is presented. Place-based media is typically found in malls, gyms, gas stations, restaurants, bars, universities, and other locations where consumers regularly spend time. Place-based media is used by marketers who want to execute a tailored creative experience that capitalizes on the time and attention that these leisure environments tend to command.
- ▶ **Within place-based media**, Point-of-Purchase ads are distinguished by their placement inside a retail location or proximity to a payment terminal. Point-of-payment media typically exist to reach customers and influence purchase decisions while they're in store and closest to purchase decision.

Programmatic Impact on DOOH

- ▶ Programmatic digital out-of-home offers marketers the flexibility and agility to pause and push schedules or relocate campaigns to locations where intended audiences exist
- ▶ Programmatic buying represents about 30% of total digital out-of-home buying, projected to grow to \$1B in 2025.
- ▶ In addition to offering massive scale and measurability, programmatic DOOH avoids the bot fraud, viewability, and lack of precision other channels face

Programmatic Digital Out-of-Home Ad Spending
US, 2022-2026



DOOH Considerations

Digital out-of-home is continuing to grow its stake in the advertising mix but faces challenges not commonly traversed by other new and emerging channels. Common in-app game advertising creative formats include:



Pricing

Pricing metrics for DOOH are complicated, especially on the programmatic ad-buying side. Programmatic campaigns are typically priced on a one-to-one impression basis, which is a challenge for a DOOH ad that can be seen by thousands of people at any given time. Most DSP and SSPs use an impression multiplier approach to convert a one-to-many media channel to be transactable via a one-to-one impression-based pricing model. Those impression multipliers are then generated and communicated in the bidstream.



Targeting & Measurement

DOOH ads operate in a one-to-many environment which makes targeting individuals a challenge and reaching a certain, broader demographic more of a reality. On the other hand, this does make DOOH one of the few channels that will not be impacted by the deprecation of cookies. In an age where contextual relevance is becoming increasingly more important, DOOH provides a key advantage in reaching audiences in specific environments or locations.



Ad Delivery

Location and time of day factors limit the real-time delivery of DOOH ads. DOOH ads sometime require manual review and approval for quality based on the sensitivity of the time and place where the ad is being delivered. For example, extra steps are required to ensure age-appropriate ads are being displayed near schools or shops with younger patrons. Screens are also sometimes shut off during business hours which can be challenging to report on.

DOOH on BidSwitch

BidSwitch makes it easy for our clients to buy digital out-of-home via support across implementation types, deals support, and custom win notifications.

Support Across Implementation Types

Many DOOH suppliers have adopted OpenRTB version 2.x for trading, while many buyers have not. This means that support is required across the impression multiplier and other related fields is required for trading. BidSwitch supports all versions of the impression multiplier to ensure smooth trading, regardless of which version of the spec you have adopted.

Transact on DOOH via deals

DOOH is typically transacted via deals. Buyers can trade DOOH via Private Marketplace (PMP) deals via the BidSwitch Deals Center, using the BidSwitch Deals Management UI or the Deal Sync API for increased automation and efficiency.

Custom Win Notifications

There can be a long delay between winning an auction and delivering, so many buyers track wins using nurl, particularly for pacing. BidSwitch enables you to track nurl within standard reporting.

Getting Started with DOOH on BidSwitch

To start trading DOOH today, reach out to your BidSwitch Account Team, who will request information on your buying requirements, how you support the impression multiplier, and the Supply Partners you plan to leverage. Your Account Team can also answer any questions you may have related to DOOH on BidSwitch.