



Out of Home Advertising Association of America



Digital Video
Out of Home (VOOH)

Buyers Guide

Reaching Consumers Where They Are
in a Multi-Screen, Multi-Channel World

Why Digital VOOH is a Must for Your Media Buy

STRONGER REACH

According to a [Verizon Media study](#), **94%** of advertisers and marketers agree that DOOH has stronger reach and KPIs than social media or digital display.

Adding media in public spaces dramatically boosts audience reach. A recent MRI-Simmons study showed that adding media in public spaces greatly improves incremental audience reach among heavy media consumers.

Linear TV



Desktop Video Streaming



Mobile Streaming Platforms



Mobile Video Media



Incremental Audience Reach Adding OOH to Media Plan

REACH SURPASSES TV AGAINST CRITICAL DEMOS

The Top 10 VOOH Networks (excluding cinema) have a **30%** higher reach of adults aged 18-34 over cable and **31%** higher than broadcast. When you add in Cinema, the Top 10 VOOH Networks have **35%** higher reach vs. cable and over **36%** greater reach than broadcast.

Among adults aged 25-54, the Top 10 VOOH Networks (without cinema) have over **15%** higher reach than cable, nine percent higher than broadcast.*

PREMIUM INVENTORY

VOOH is delivered on high-quality large screens with **100%** viewable ads—no “above or below” the fold. Oh, and it’s bot-free.

RELIABLE

VOOH is ever-present and it’s the one channel that doesn’t need to be turned on, tuned into, clicked through, or opened to view. It can’t be delayed, skipped, or blocked.

GREATER RECALL

OOH generates up to **67% ad recall**, a figure higher than all other channels. It is also more trusted than any digital channel including online, mobile, and social advertising.

As you can see, VOOH—is delivering what advertisers want and need—audience, message recall, and always-on reliability that can’t be blocked. So how best to activate the medium?

*Source: Nielsen Total Media Fusion/GfK MRI Survey of The American Consumer 12/1/2019 - 12/31/2019. A18+. Monthly Unique Reach. Top 10 VOOH Networks w/o cinema: GSTV, Lightbox, Captivate, Intersection's SEPTA, Gamestop TV, Touch Tunes, MTA On The Go Network, Best Buy TV, Sonifi & Zoom Digital Fitness Network. Cinema includes NCM & Screenvision. Top 8 DOOV Nets w/ Cinema excludes Sonifi & Zoom.

Digital VOOH Activation Guide

Let's take a play-by-play look at Digital VOOH media planning and buying.

IDENTIFY OBJECTIVES AND KPIS

Every campaign must start with clearly defined objectives and the same holds true for VOOH activations. From there, you can identify your key performance indicators (KPIs) that signal success, such as percentage change in sales, increased customer count, number of downloads, etc.

VOOH can be highly effective because it surrounds the consumer throughout their daily journey and is woven throughout the purchasing funnel, delivering mass reach and awareness all the way through to sales.

An agnostic, omnichannel video buying approach allows advertisers to intercept consumers across the spectrum of their devices and screens and up and down the purchase funnel from awareness through to purchase.

In fact, in the [Verizon Media study noted earlier](#), **92%** of advertisers and marketers agree that DOOH has improved their brand metrics and **91%** agree that DOOH can deliver upper and lower funnel metrics. Once your success metrics have been established, the campaign budget, target audience, venue, and ad unit type(s) are selected.



CASE IN POINT

McDonald's promoted its 2 for \$4 mix-and-match breakfast promotion on gas stations throughout the country, day-parting the ads to reach the morning commuters. By using mobile location data for measurement, the quick-serve restaurant was able to confirm that **23%** of impressions were followed by store visits, yielding **5.6 million** store visits within 14 days. The campaign generated **\$2.7 million** in sales with a **\$1.27** cost per incremental visit and return on ad sales of **\$6**.

McDonald's OAAA OOH Media Plan Award



Once your objectives are outlined, it's time to strategize how those goals will be attained.

Where is Digital VOOH and Why?

VOOH is typically bought based upon first establishing the target audience.

Similar to other channels—such as linear, connected and OTT TV, as well as desktop and mobile—sheer impressions quantify OOH exposure (which we cover further down), and audience targeting digs deeper to tell us more about who sees VOOH ads.

Audience segmentation divides consumers into homogeneous subgroups based on certain criteria (such as location, education level, purchase or online browsing history,

gender, and many more). This enables advertisers to tailor their messaging to specific groups.

Audience targeting is predictive and can be leveraged from industry data, third-party data, or publisher statistics. The entire VOOH channel now uses enhanced metrics which stem from appending mobile location data to other data sets to facilitate audience segmentation.



AUDIENCE SEGMENTATION

Geopath, an OOH measurement company, incorporates Claritas' audience segments available from various geo-socioeconomic and base demographic factors that are available for every census block in the U.S. The audience segments are associated to VOOH viewership by correlating the mobile devices within the households of these blocks to those that pass video displays. [See Impressions for more information.](#)

Audience segments can be sourced from third parties including Claritas (in the case of Geopath), Neustar, Acxiom, and more.

Mobile geolocation data is also used to develop audiences and target them through VOOH screens that have the highest propensity to reach them. There are two methods for achieving this:

MOBILE BEHAVIORAL TARGETING

With mobile behavioral targeting, location serves as the proxy for cookies (used on websites to track visitors). In the VOOH world, anonymized location data provides information about how consumers move throughout their daily routines. Mobile devices' GPS data yields insights into consumers' travel and behavior patterns—where they go, routes they take, times they go.

Defining Audiences

Mobile data sets can indicate real-world interests, preferences, and characteristics by reporting where the devices are, most visited places, and routes taken in the last 30 days (typical historical look-back).

Applying mobile location data to create and target audiences is fundamentally a two-step process:

1. *Identify a group of people that define the intended audience. In VOOH, we use location data to find people that demonstrate a behavior based upon where they go. For example, a fitness enthusiast audience might be defined as mobile devices “seen” at gyms, health food stores, fitness fashion retailers, etc. Location data enables us to identify devices in the locations that then create this audience segment.*

2. *The second step is to find out where to reach these people through VOOH media. This is where you can either go with board scoring (“How does board A rank for this group of people? How does board B rank for this group of people?”) or with movement-based targeting (“Find all of the screens that match with where the audience spends time during the day.)*

By applying “board scoring,” audience profiles can be created for each VOOH display, which enables them to be indexed against a desired audience.

Movement-based audience targeting again uses mobile location data to identify how predefined audience segments move throughout the physical world during the day, and activates VOOH media in locations and times that match that movement pattern.

First- and Third-Party Audiences

Similarly, first- and third-party audiences can also be mapped against VOOH displays through onboarding providers. This action converts audience segments into device IDs (with location data intact), which are then mapped against the displays and indexed.





CONTEXTUAL TARGETING

When done effectively, contextual targeting increases customer brand loyalty. Context allows marketers to engage more directly with consumers, making the campaign more relevant and memorable, with higher impact.

- Linear ads can become more contextual by leveraging certain conditions (triggers) that are met such as weather, time of day, and day of the week. By layering this data from third-party sources, dynamic and engaging VOOH campaigns can be created in real time using pre-designed content that is shown when the triggers are met.
- Interactive touch displays also provide for contextual ads based on the content consumers choose to look at and for how long. When combined with social media, displays can integrate user-generated content such as photos or video in real time into an ad.
 - **Dynamic creative optimization (DCO)** or “dynamic ad-serving” is a technique that updates ads based on various data and conditions that inform a targeting strategy. In VOOH, this is best used to create a higher level of contextualization of the ad based on the audience. DCO can increase media value by improving sales lift, adding relevance, and increasing attention, making more people more likely to recommend a brand or product.
 - **Proximity targeting** surrounds desired points of interests, such as a particular retailer or an event your target audience is attending, by activating VOOH media within a specific radius around those locations.
 - **Geo-targeting** directs ads to specific states, DMAs, zip codes, or neighborhoods.
 - **Day-parting** targets ads by selecting the days of the week and hours of the day that make the most sense for your campaign.

LOCATION: ENHANCES CONTEXT

VOOH can be purchased based on location or more specifically, the venue in which it is placed.

Location-based advertising enhances video viewership because people like seeing video ads when out of home. It's true! A [collaborative study](#) between Vistar Media and mFour revealed that a whopping **88%** of consumers showed stronger favorability toward ads in contextual environments and the same percent report that they **LIKE** them.

[VOOH screen venues](#) describe an environment and the audience that may be found there. The standardized venue types provide critical context to where an advertising message will be displayed.

There are 11 primary venue types, but as the graph shows, there are many sub-categories. The main categories and their subs are referred to as parent, child, and grandchild; this data hierarchy is required for automated workflows and is certainly relevant for direct buying.

DOOH Venue Taxonomy Chart

Transit	Retail	Outdoor	Health & Beauty	Point of Care	Education	Office Building	Entertainment	Government	Financial	Residential
Airports	Gas Stations	Billboards	Gyms	Doctor's Office	Schools	Office Buildings	Recreational Locations	DMV's	Banks	Apartment Buildings
Buses	Convenience Stores	Urban Panels	Salons	Veterinary Offices	Colleges & Universities		Movie Theatres	Military Bases		
Taxi & Rideshare TV	Grocery	Bus Shelters	Spas				Sports Entertainment			
Taxi & Rideshare Top	Liquor Store						Bars			
Subway	Mall						Casual Dining			
Train Stations	Dispensaries						QSR			
	Pharmacies						Hotels			
	Parking Garages						Golf Carts			

PUBLISHERS

There is a vast number of VOOH publishers in the U.S. and that number continues to grow as digital conversions continue and new formats come online. Publishers run the gamut from large national companies to smaller regional ones.

The companies noted below represent a swatch of publishers:



Once the VOOH campaign has established goals, audience and/or contextual targeting, how will success be measured?

MEASUREMENT AND ATTRIBUTION

The proliferation of data and measurement tools have made VOOH more transparent and quantifiable than ever. Access to more credible, accurate data enhances attribution models.

According to the Out of Home Advertising Association of America: "While measurement and attribution are connected, they are two separate disciplines."

Traditional digital online metrics report [*individual tracked user engagement view rate, watch time, click-through rate, and quartile reporting.*](#) VOOH is a one to many medium, and as such different metrics are considered.

MEASUREMENT

Measurement summarizes metrics such as ad plays and impressions, audience attributes, reach, frequency, and user behaviors.

VOOH is measured in accordance with the Media Ratings Council "Standards." The currency is the impression. This unit of measure includes the total number of people with an opportunity to see and notice an ad and that person's dwell time, calibrated to the media spot's length. Simply put, it is the total number of times people passing a VOOH display are likely to notice a message.

Impressions can be measured directly using several different methods, or extrapolated from data published by third parties such as Geopath, Quividi, Kantar, ComScore, Epicenter, Street Metrics and more.

VOOH Impression Measurement

Impressions and ratings for VOOH advertising may be sourced from and reported across thousands of demographics, using data from mobile devices, connected cars, and other inputs. Depending on where the digital ad appears, variables include traffic data (volume, speed, congestion), dwell time and contact zone unique for each location, and are used to calculate how many people see each spot on each structure. This process is applied to street-side, street furniture, transit digital advertising and place-based locations.

Reported metrics may also be shown as average spot impressions, gross impressions, and audience distributions across various demographic breakdowns for specific place-based networks. Bottom line: the reported impressions are delivered via numerous data sets and factors specific to the location/placement of the VOOH ad.

In addition to third-party data collection/measurement, network owners may provide their own impression data they've collected using various technologies such as computer vision, surveys, in-person intercepts, geofencing, and others.



Publishers that collect impression data should disclose their venue traffic, screen traffic, log files, and process for recording screen audience measurement activity to buyers and other users of the measurement data. Their methodology should be described in detail, including how they calculate unit audiences where applicable.

Media planners and buyers (and publishers) can read more about impression measurement and reporting in this informative guide, [“Digital Out of Home A Primer | Section 3 March 2019 Buying & Selling: How do digital out of home transactions work?”](#)

Proof of Play

Proof that a digital spot has run on a publisher's network or screen is known as proof of play (PoP). As with radio or TV spots, VOOH proof of play is delivered with logs that are compiled via ad schedulers or digital signage software.

These PoP logs report the number of impressions and the actual number of spots served in relation to what had been estimated in the campaign contract.

Other tools that provide additional PoP metrics include footage from external cameras that record displays for visual proof, third-party audits of play logs, and records of digital display operation to prove the signage was functioning as expected, when expected.

Source: [Digital Out of Home A Primer | Section 5 March 2019 Measuring Success: How do I know digital out of home is effective?](#)

ATTRIBUTION

Attribution demonstrates the correlation between ad performance and consumer behavior relative to the advertiser's stated goals. Attribution utilizes in-flight and post-campaign analytics measure this.

With VOOH, the attribution game has changed. The channel's impact can now be measured against a whole host of business outcomes, (see below) driven in large part by technological advancements and mobile-based solutions.



Website
Visitation



Organic
Search



Conversion &
Digital Events



Foot
Traffic



Brand
Awareness



Brand Affinity
& Health



Sales
Lift

As noted in the [DOOH Exposure Methodology Standardization Guidelines and Best Practices](#) mobile location data can verify anonymous devices' location and presence in proximity to a screen at the time an ad played, it enables attribution for both exposure and ad effectiveness. This data can be used for:

Mobile panels, which use geo-fencing of VOOH displays to capture exposed mobile devices to pass back anonymized device IDs with a time stamp, and report the latitude and longitude coordinates. The exposed, captured devices create a mobile panel.

- Mobile panels can be passive, with data being sourced largely from GPS or other technologies. Passive panels gain access to many more devices, but only capture the location data.
- They also can be opt-in (when mobile users agree to install a measurement company's app on their device). In these cases, consumer surveys are sent directly to their device. Mobile opt-in panels are relevant for capturing brand metrics such as awareness and affinity; they also capture footfall.

Cross-channel attribution, which matches exposed viewers across media channels (mobile, online, connected TV, etc.) and assigns credit to these channels to understand their impact. The captured unique mobile IDs can be matched to IP addresses, thus matching to audience online and web activity.

CASE IN POINT



Turner Sports leaned on DOOH to extend viewership for the NCAA's March Madness games. In addition to traditional media, Turner Sports pushed offline media which included billboards, bars, malls, gyms, and even golf venues in the nation's three largest cities. Leveraging mobile geo-location data, the "Watch Every Game Live" message appeared in front of the best audience venues while programmatic trading and calculating app usage tied to TNT, TBS and Tru TV did the rest. In app usage alone, DOOH engagement rates were solid, with over **10x** video streams per download.

Mobile retargeting, which geo-fences a VOOH display and serves an in-app ad to the mobile device; it then captures click-through rates, a social sharing metric of a VOOH ad campaign.

The benefits of including VOOH in a media plan can be assessed by comparing KPI differences between a control group that was unexposed to the relevant VOOH campaign and a like group of consumers who were exposed. Both groups comprise consumers who matched campaign targeting criteria. Data to assist in this analysis can come from a variety of sources to assess sales impact (point of sale, IRI, internal customer databases) and other KPIs such as brand lift, foot traffic, online traffic, app downloads, tune-in, social media impact, and more.

Source: [Out of Home Advertising: Measurement and Analytics Guide for Agencies and Advertisers, March 2020](#).

CONTENT: SHORT-FORM REIGNS

Before we delve into ad formats, we must first consider what type of video works, especially when the viewer is outside of their home.

The [average consumer attention span](#) is eight seconds, so it's no surprise that short-form content is increasingly gaining traction among social media platforms and audiences. In fact:

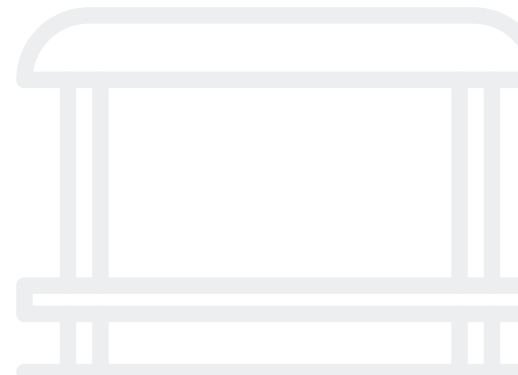
- [ClickZ](#) reported that **70%** of people won't watch an ad longer than 10 seconds
- According to an [Ad Age article](#), **33%** of viewers will stop watching a video after 30 seconds
- Before one minute is up, **45%** will stop watching
- Over half (**60%**) of viewers will stop watching by the two-minute mark

Here's where the beauty of VOOH can really shine.

Digital screens in public spaces are designed to capture the attention of consumers passing by with

short-form content—the same content advertisers may already be using on social media or elsewhere online. VOOH screens feature contextual content relevant to the environment or to the consumer's behavior. Many times, a VOOH network will develop curated content across multiple publishers to provide the most relevance and appeal.

VOOH widens advertisers' reach and creates a cost-effective omnichannel experience by extending short-form video ads they publish online to digital outdoor. Even better—silent videos are preferred by **45%** of viewers ([ClickZ](#)), further expanding a no-sound video's potential to reach more consumers via VOOH placement.



CASE IN POINT

**verizon
media**

**PUBLICIS
MEDIA**

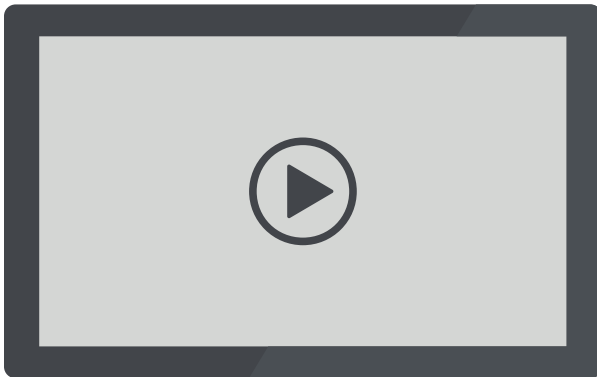
*A study by Verizon Media and Publicis Media, which examined the relationship between video viewing, sound and captions, found that as more consumers watch video on-the-go and in public, the audio is becoming secondary. A key finding was that among poll participants, **69%** said they view video with sound off in public places and **25%** watch with sound off in private places. The study also pointed to the growing importance of captioning: **80%** of consumers reported they are more likely to watch an entire video when captions are available and **50%** said captions are important because they watch video with sound off.*



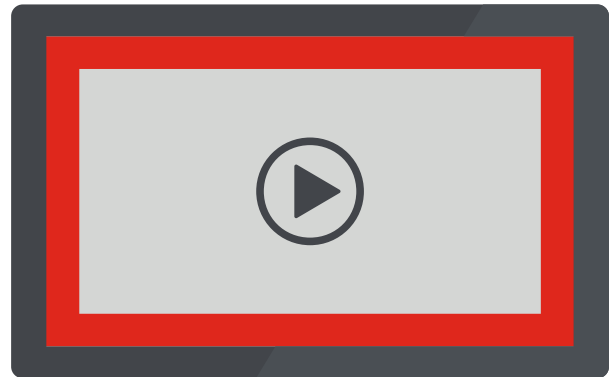
A lot of VOOH content comprises linear, full display ads that are inserted between other content, similar to how TV spots are placed. These linear ads may play in a loop or be included in a dynamic creative optimization buy.

Digital VOOH Ad Formats

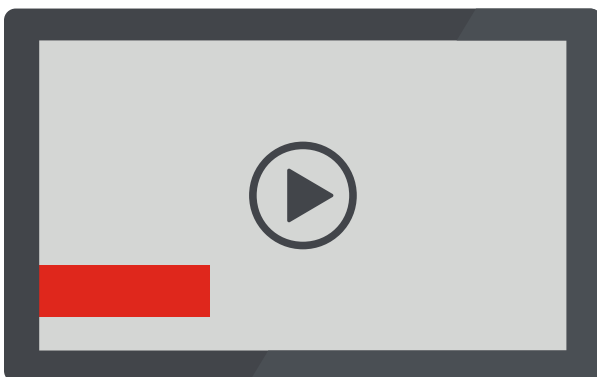
While digital screens come in all shapes and sizes, the ad units are much more standardized. Like other channels, VOOH ad units are both full-screen horizontal and vertical.



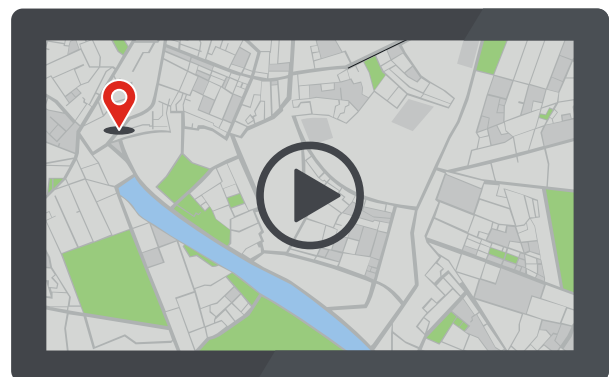
Full Screen Video



Video Skins



Companion Banners



Dynamic Creative Optimization

COMPANION BANNERS

Companion banners, which are options used to enhance ad recognition and branding, are ad overlays (typically semi-transparent) placed at the top, bottom or along the sides of a video screen, although each publisher's specifications vary. The overlay remains static, much like a traditional banner ad, while the video runs underneath, above, or adjacent to it.

SKINS

Also known as wallpapers, skins are customizable and interchangeable background graphics for digital screen. Video skins offer further flexibility, broadening creative possibilities. The static elements allow advertisers to accommodate fast-changing offers, sales, or deals.

Given the [*performance that vertical video is reported to have in mobile*](#), Snapchat reports that vertical video ads demonstrate nine times higher completion rates versus horizontal ads, so it's no surprise the social sector and many other categories are leveraging these assets in their VOOH strategy.

Dynamic real-time feeds enhance the impact of video messaging. [*See Dynamic Optimization on page 11.*](#)

COMMON ASPECT RATIOS/ DIMENSIONS:

Format	Aspect Ratio	Dimensions
Portrait	4:3	1280 x 960
Landscape	16:9	1920 x 1080
Portrait	9:16	1080 x 1920
Side-by-side Landscape	9:32	1080 x 3840

VAST TAGS

Video Ad Serving Template (VAST) are also available on some VOOH networks. VAST tags enable media owners to accept the standard digital creative formats used online, opening new sources of demand and making it easy for advertisers to seamlessly execute video campaigns across VOOH media.*

DURATION

Video lengths are available in **6, 8, 10, 15,** and **30** seconds. Consider the venue when choosing ad length.

SOUND

Sound is not ubiquitous in VOOH. Since many environments in which VOOH ads are placed have ambient noise, it is not considered a requisite for ad effectiveness. Typically, if ads require additional communication, advertisers use companion banners.

PRICING

Pricing is always a consideration throughout the entire VOOH plan-buy cycle, and may dictate the targeting approach, publisher, and venue types, but ultimately will impact the ROI return on investment analysis.

VOOH is typically purchased based upon the cost per thousand (CPM).

Pricing ranges are based upon publisher, venue type, size of screen, and more.

According to PJ SOLOMON CPM, estimates of venue-based VOOH formats range from **\$9-\$32**; however, there are several formats, particularly those in outdoor venues, that range from **\$4-\$8**. This is much more efficient than broadcast prime with CPMs ranging from **\$23-\$32**, mobile videos ranging **\$5-\$19**, and desktop video **\$9-\$18**.

*Source: [Vistar Media](#)



BUY TYPE

VOOH MEDIA BUYS: DIRECT OR PROGRAMMATIC

Whether purchased directly by a brand or via an advertising agency, VOOH may be purchased in two different ways—either directly from a publisher or through a programmatic platform.

Direct Buying

Purchasing media directly from a publisher should be considered for campaigns that require:

- Guaranteed inventory placements in specific locations, full takeovers, or highly customized executions such as content sponsorships
- Gross rating points (these metrics are not yet available in programmatic buying)

Programmatic Buying

These terms refer to the software-driven automation of buying, selling, and the delivery of advertising, executed via an auction-based marketplace or through private-marketplace deals. Ads are delivered based on a bidding system to target audiences. Programmatic offers advanced targeting capabilities, allows for audience planning across venue types and publishers, as well as:

- Flexibility in dayparting
- Mid-campaign optimization
- Campaign pause

Transacting VOOH programmatically has grown dramatically in recent years with growth expected to continue, increasing 2.5 times from 2020 to 2022, as projected by eMarketer. Programmatic Digital OOH buys will jump from **12%** of total DOOH in 2020 to **17%** in 2022.

Omnichannel demand side platforms (DSPs) entered the fray substantially in 2020. According to the OAAA, in some instances omnichannel DSPs increased their integrations to DOOH video supply three-fold, positioning the channel to tap into new budgets. What's more, these DSPs allow for planning video OOH alongside other video formats on mobile and desktop, enabling greater ease of applying targeting and attribution across the spectrum of channels.

