

WHAT IT IS:

Video out of home (VOOH) refers to IP addressable digital displays that are placed outside the home at various consumer touchpoints, and comprise custom-curated, contextually relevant content. There are many reasons why video ad spending is way up. The value of video is in its impact and retention. Video enables storytelling, holds attention longer, is high impact, offers reach across many channels, and is portable.

ATTRIBUTES OF DIGITAL VOOH:

REACH

94%

94% of advertisers and marketers agree that VOOH has stronger reach and KPIs than social media or digital display.

[\(Source: Verizon Media\)](#)

RETENTION

95%

Video viewers report that they retain 95% of a message they watch.

[\(Source: Adweek\)](#)

GROWTH

27%

According to MAGNA, DOOH is expected to grow 27% in 2022

WHY VOOH IS A MUST FOR YOUR MEDIA BUY

STRONGER REACH

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.

Incremental Audience Reach Adding OOH to Media Plan

Linear TV

[\(Source MRI/Simmons\)](#)

+ 161%

Desktop Video Streaming

+ 132%

Mobile Streaming Platforms

+ 306%

Mobile Video Media

+ 340%

PREMIUM INVENTORY

VOOH is delivered on high-quality large screens with **100% viewable ads** — no “above or below” the fold.



BILLBOARDS



STREET FURNITURE



TRANSIT



AIRPORT



PLACE-BASED MEDIA



CINEMA

GREATER RECALL

DOOH generates up to 82% ad recall, a figure higher than all other channels. It is also more trusted than any digital channel including online, mobile, and social advertising. VOOH is 2.5x more impactful than equivalent static placements.

[\(Source: Marketing Sherpa and Ocean Outdoor\)](#)

50%

of consumers find contextual OOH ads of greater interest (relevant to time of day or weather). The greatest interest is among Adults 25-44, HHI \$100K+, Cities of 1 Million+ Population.

[\(Source: OnDevice\)](#)

Where is 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

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.

CONTEXTUAL TARGETING

Contextual targeting increases customer brand loyalty. Context leveraging certain conditions (triggers) that are met such as weather, time of day, and day of the week allows marketers to engage more directly with consumers, making the campaign more relevant and memorable, with higher impact. In fact, 50% of adult OOH ad viewers report a greater interest in contextual OOH ads.

AUDIENCE TARGETING

Audience targeting is predictive and can be leveraged from industry data, third-party data, or publisher statistics.