

FEB 2018



OAAA Tech Webinar

POWERING

OOH EXPERIENCES

GIMBAL

 oaaa

Outdoor Advertising Association of America



WEBINAR HOST

Matthew Russo

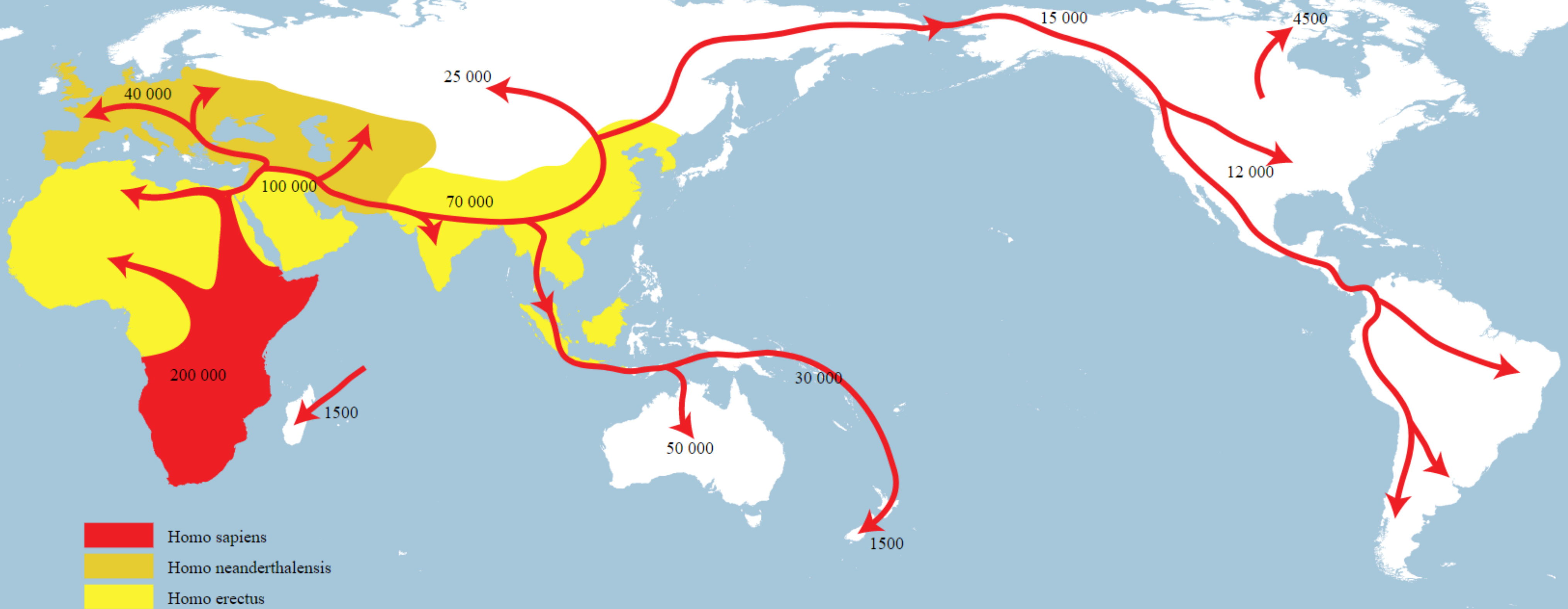
GIMBAL

CHIEF MARKETING OFFICER



1

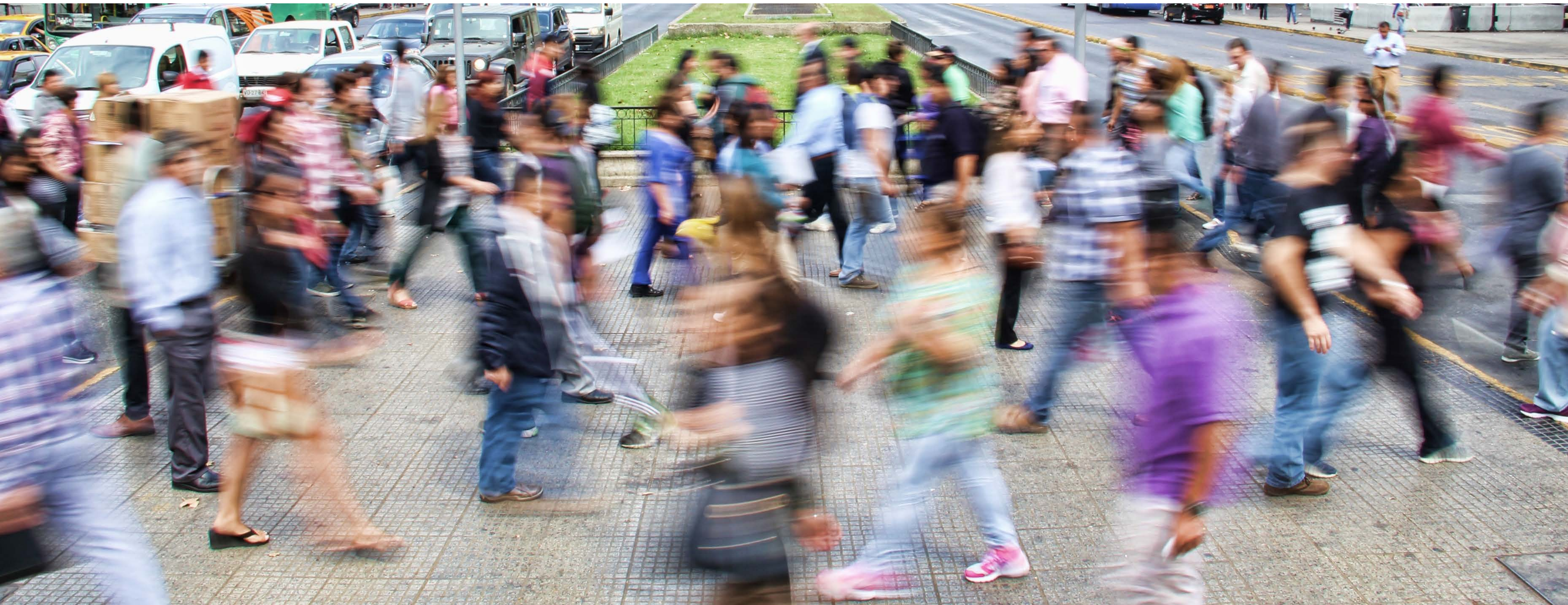
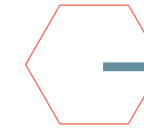
The Evolution of OOH Over the Years



Humans are movers...

OOH's Promise

REACHING PEOPLE & LOCATION INSIGHTS



A large billboard for GIMBAL is shown against a sunset sky with scattered clouds. The billboard is dark blue and features a white hexagonal logo with the word "GIMBAL" inside. The letter 'A' in "GIMBAL" has a red horizontal bar. The billboard is supported by a tall, light-colored pole. The sky is a mix of blue, orange, and white, with a faint rainbow visible in the lower right corner. The billboard has several spotlights mounted along its top edge.

GIMBAL

Digital Marketing

TARGETING

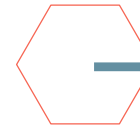
ATTRIBUTION

2000



Smartphones “Hit”

APPLE INTRODUCES IPHONE TO CONSUMERS



2007

OOH's Obvious Next Step

MOBILE REACH EXTENSION

- Serving Location-Based Ads
 - Use Cellular, Wi-Fi, GPS to detect geofencing
 - Senses when a device enters, dwells, exits

Geofencing

Geofencing allows advertisers to deliver ads to a user based on their current geographic location. This new level of context results in the most relevant and specific ads possible.

Geofarming

With historical geographic retargeting and geofarming – advertisers can serve relevant ads to people who have visited a specific location at any time in the past.

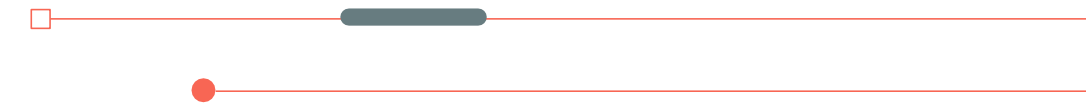




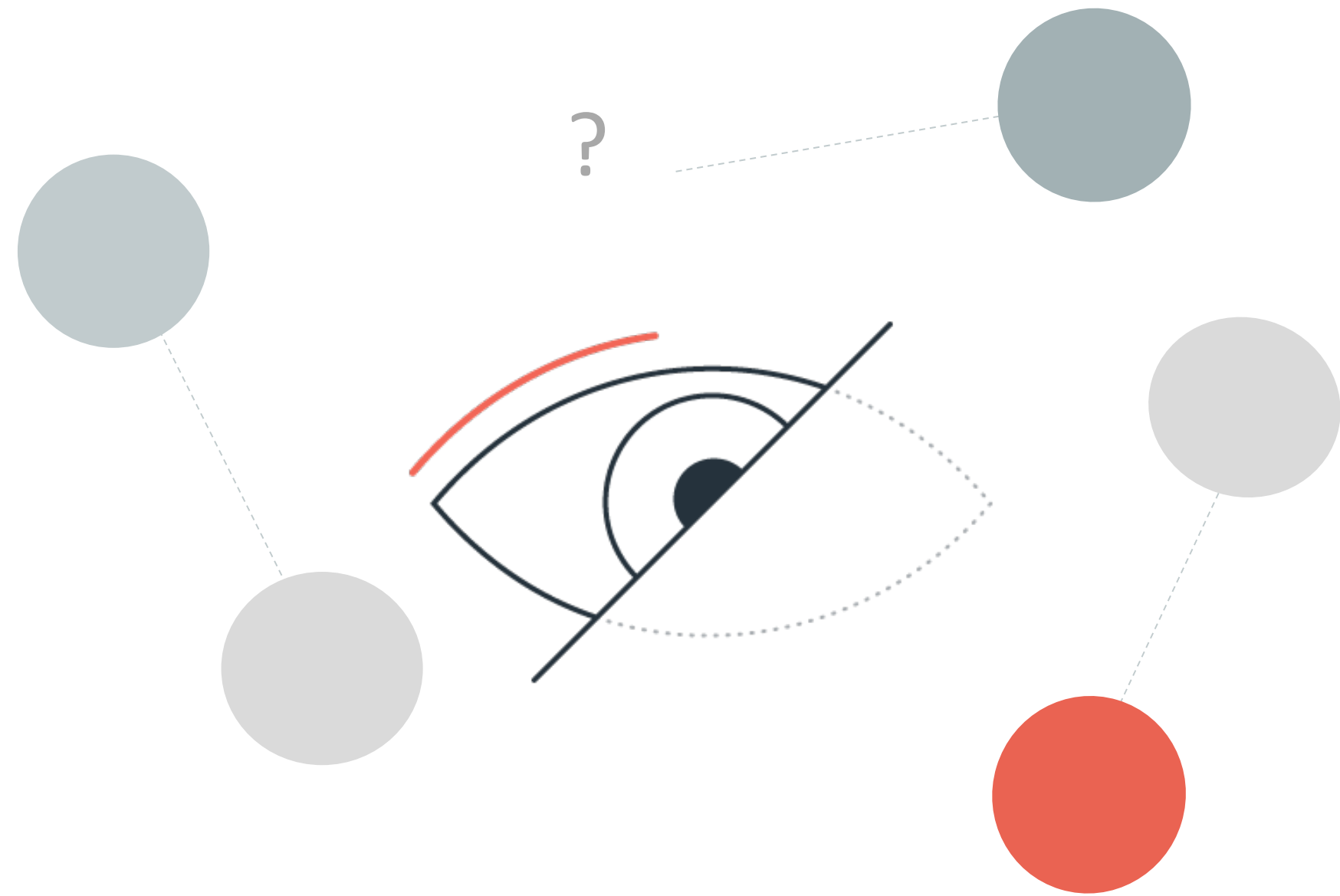
So what's next?



Location-Based Targeting Today



LOCATION 1.0

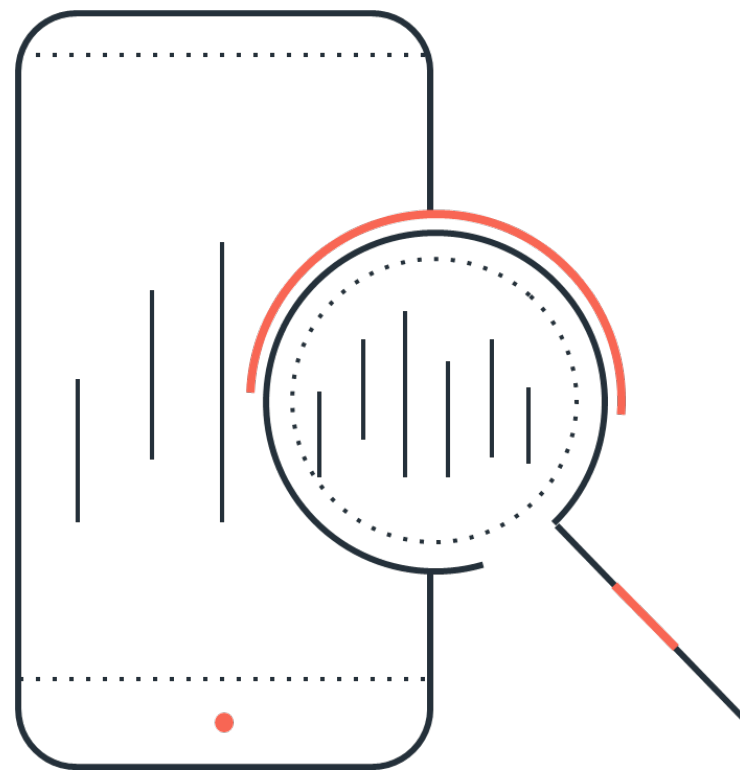


BID REQUESTS

- Random snapshots of consumer
- Incomplete data from requests
- Inaccurate insights
- No entry or exit times

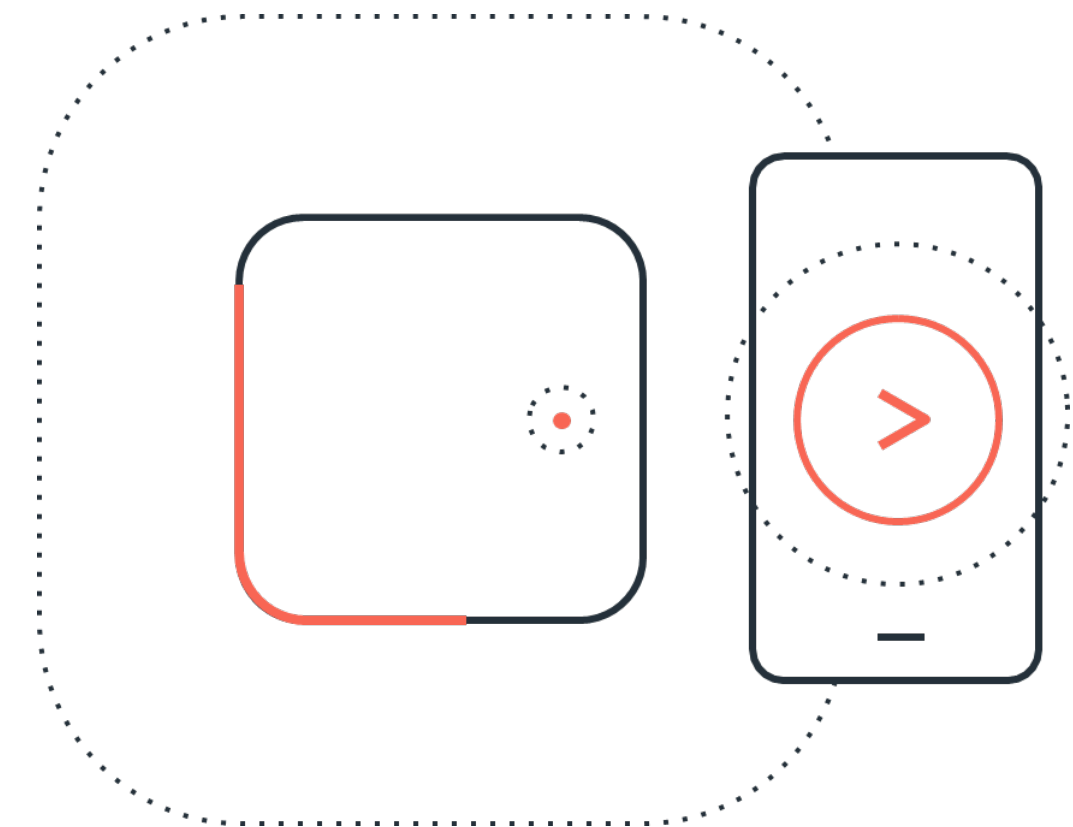
But Location Data Is Changing...

LOCATION 1.0



Mobile phone used to capture location data **via bid stream** for probabilistic models

LOCATION 2.0



Mobile phones can now be used to collect data using from geofences and beacons **via always-on location SDKs**

12:29pm
Entry Time



THE KEY DIFFERENTIATOR IS...

DWEELL TIME

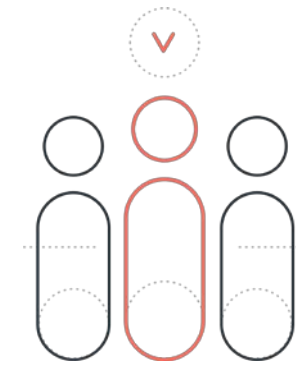
34 minutes

1:03pm
Exit Time





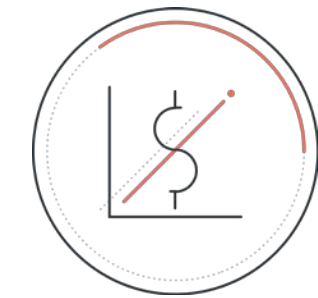
Location data empowers companies to enable:



TARGETING

AUDIENCE CREATION

Add people who visit locations of interest for your business to custom audiences for the purposes of targeting



ATTRIBUTION

MEASUREMENT

Determine what people do in the physical world before and after they were exposed to one of your ads/messages



INSIGHTS

AUDIENCE ANALYTICS

Understand more about the demographic, geographic, and behavioral characteristics of the people who use frequent you OOH assets

USE CASES

Location Data

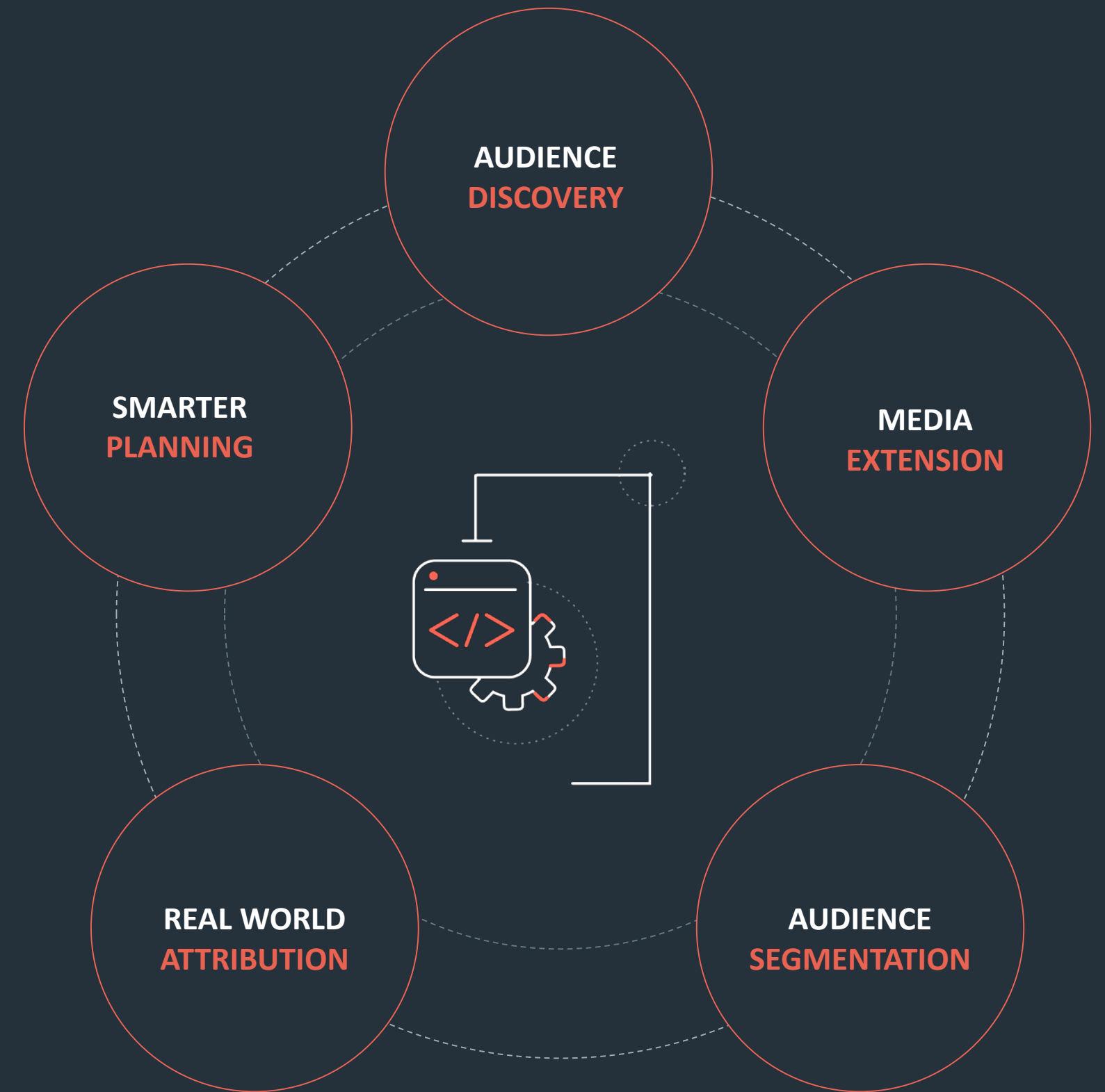
Applications for OOH

LOCATION DATA IS A PRIMARY **SIGNAL**
OF INTENT

Through tracking the location behavior of consumers via mobile devices, you can bridge the gap between the physical and digital world.

LOCATION DATA ALLOWS YOU TO...

1. Plan impact of OOH placements
2. Discover what types of people see OOH ads
3. Know who is exposed to OOH advertising
4. Find & extend audience targeting to mobile devices
5. Know who converts to a physical world location



2

Challenges for Out-of-Home in a Digital World

-
-
-

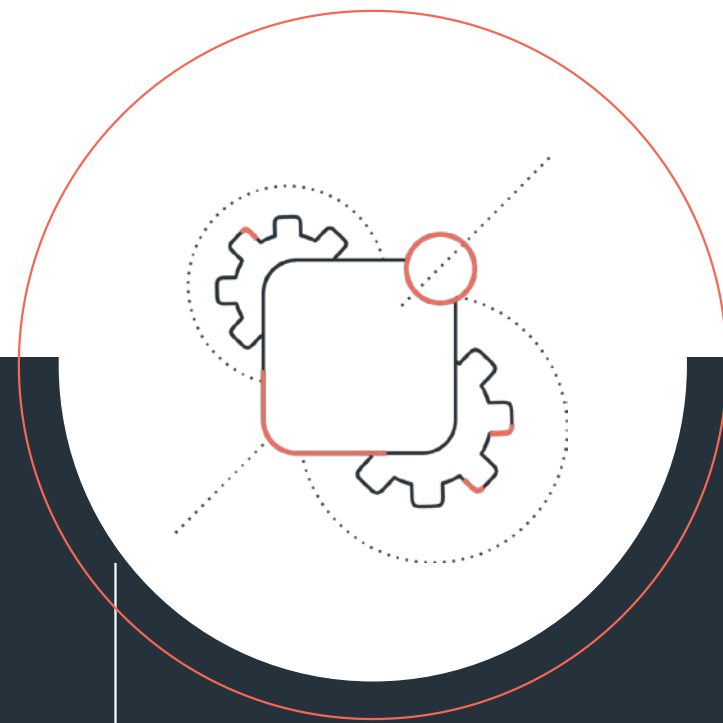
“If you can master the data, you can really target customers with what they want and optimize your marketing.”

Michael Relich, COO
Crate and Barrel



Problem

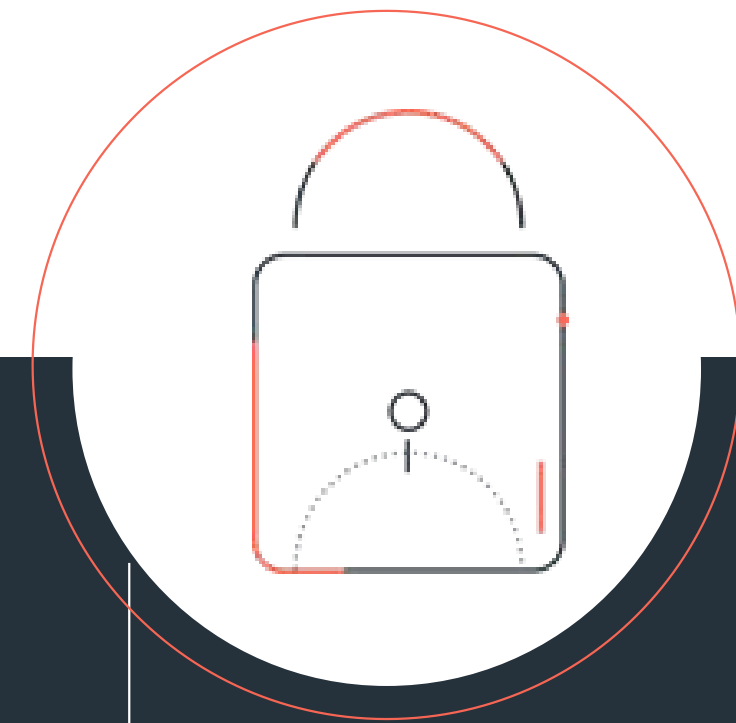
COLLECTING & USING REAL-WORLD DATA IS HARD



1 No Tools
to Collect



2 Difficult
to Organize



3 No Way
to Execute

The #1 challenge OOH companies face in a **mobile-first world** is the lack of a “direct” relationship with the end consumer.

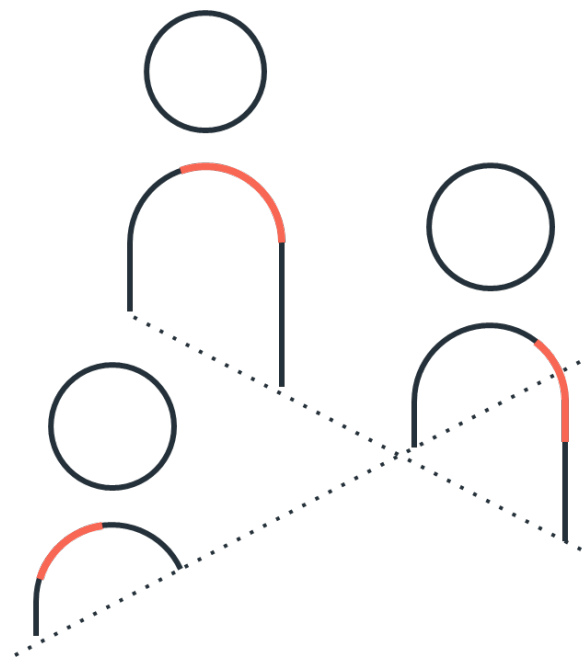
** 1st-party data via mobile apps*

Unlock OOH Audience Insights

TO INFORM YOUR ADVERTISING STRATEGY FOR BRAND ADVERTISERS

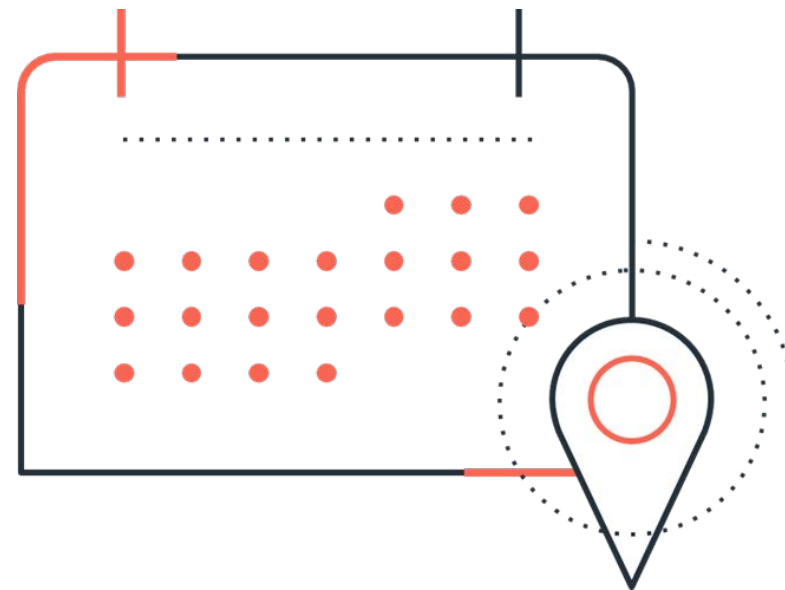


WHO THEY ARE



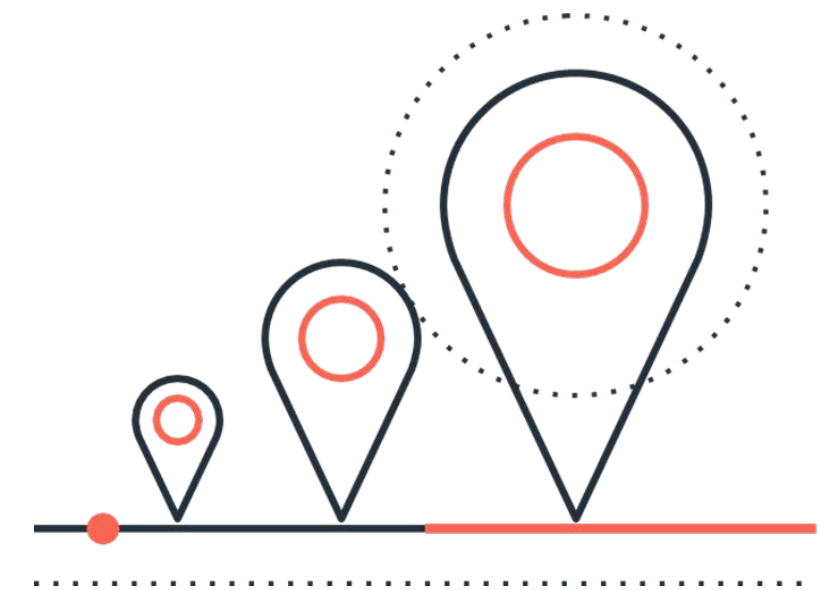
HHI, Gender, Age

HOW OFTEN THEY VISIT



Commuters, Frequency, Time Spent at Locations

WHERE ELSE THEY GO



Top Locations Visited

3

Opportunities for
Out-of-Home

Only 9% of all commerce
TAKES PLACE ONLINE

91% of all commerce

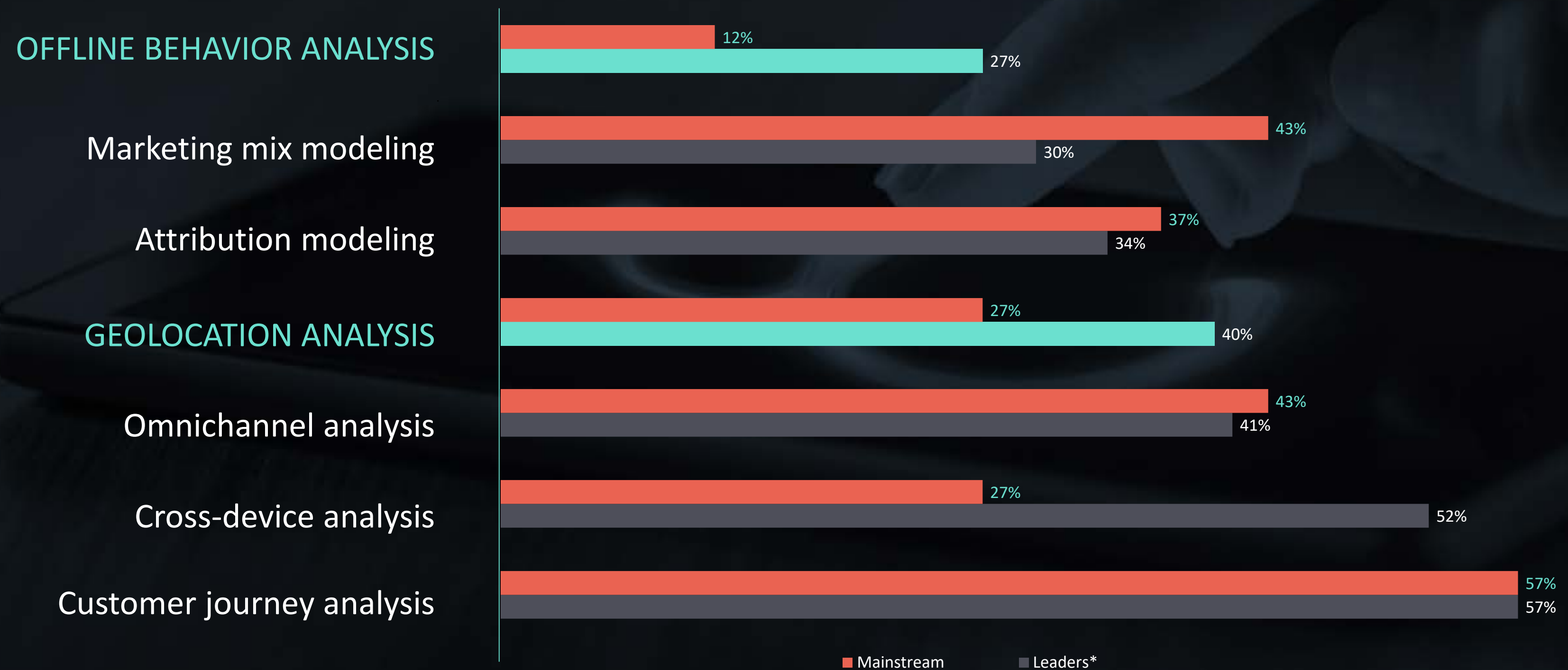
STILL TAKES PLACE OFFLINE

The Leaders Are Investing in Location

OFFLINE INSIGHTS ARE CRITICAL FOR CUSTOMER EXPERIENCE

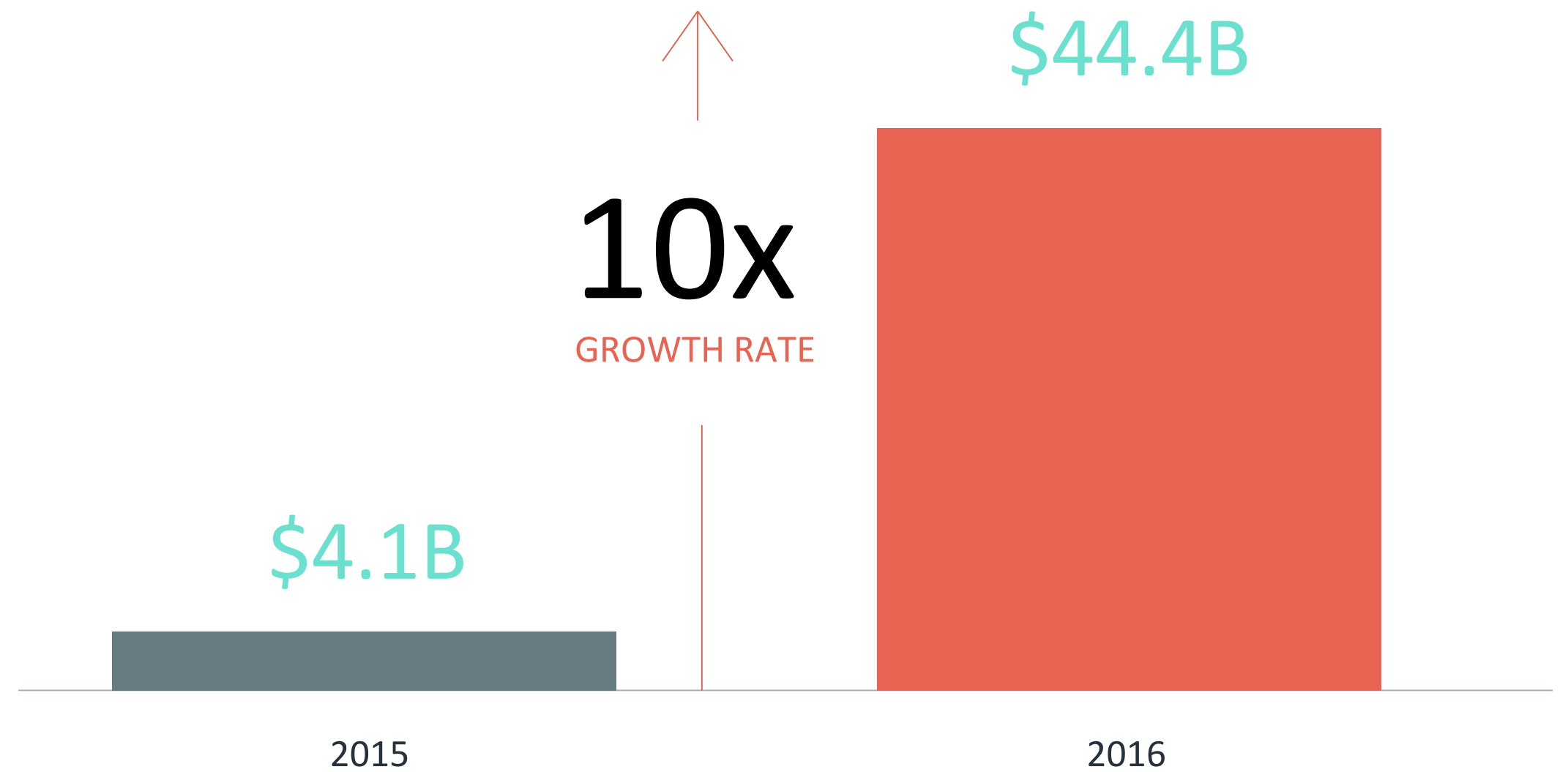


Types of Analysis/Modeling Used By Marketing Executives for Their Customer Experience Analytical Model
(by Company Performance)



Rapid Adoption of Location-Based Marketing

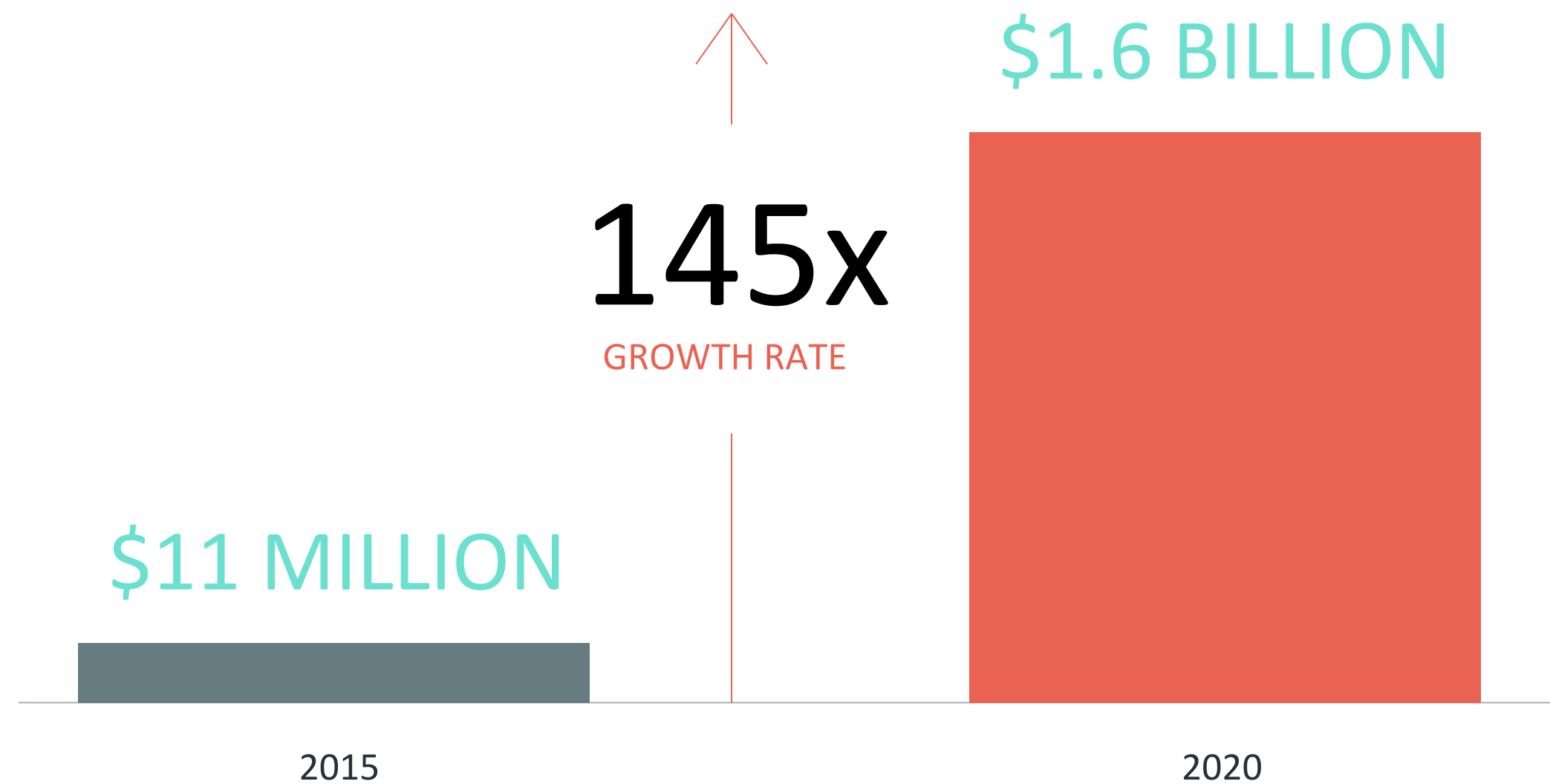
U.S. STORE SALES INFLUENCED BY LOCATION-TRIGGERED ENGAGEMENTS



Source: Business Insider Intelligence

Explosion of Beacon-Based Marketing

COUPONS DELIVERED TO CONSUMERS VIA BEACON TECHNOLOGY



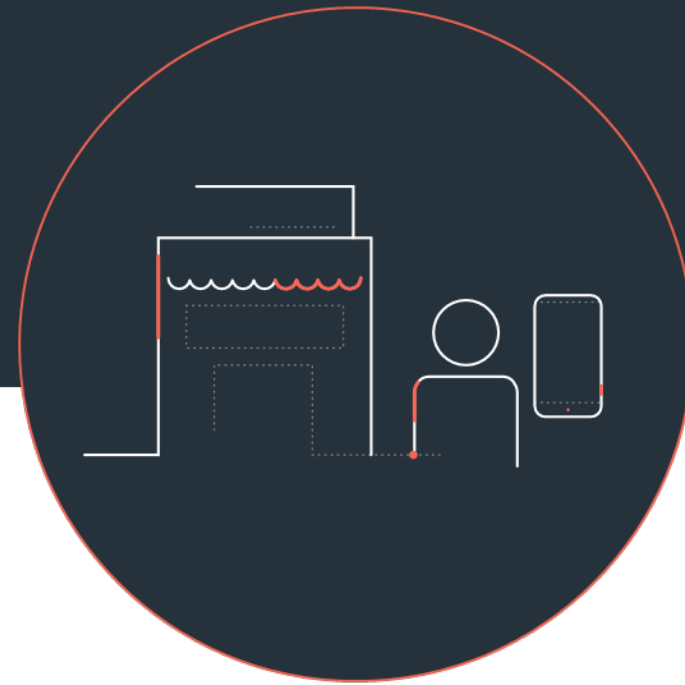
Source: Juniper Research

Prove the Value of OOH Advertising



Amplify OOH Inventory

and take advantage of the relevance of physical locations



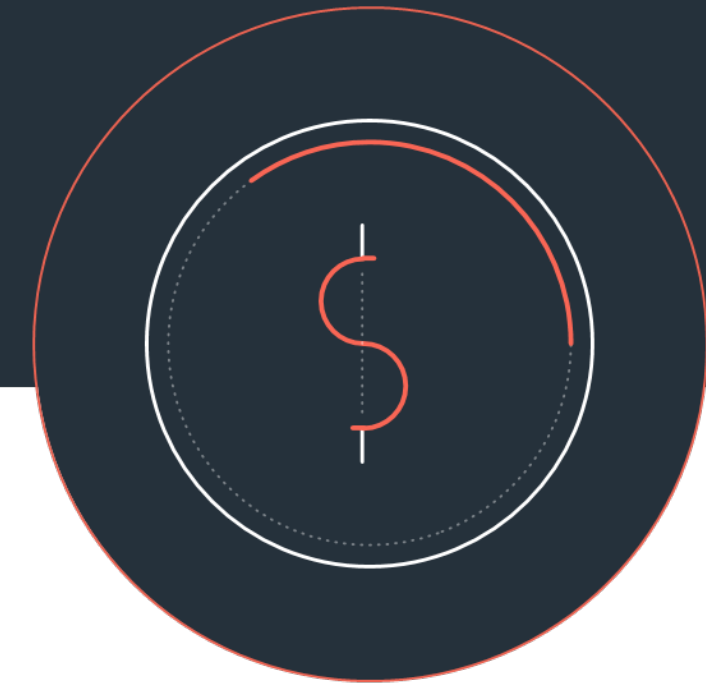
Compete for Digital Ad Budgets

by having OOH audience insights and mobile campaign inventory extension



Cover Measurement Blind Spots

by showing OOH's role in path-to-purchase and by providing attribution metrics



Prove OOH's Significance

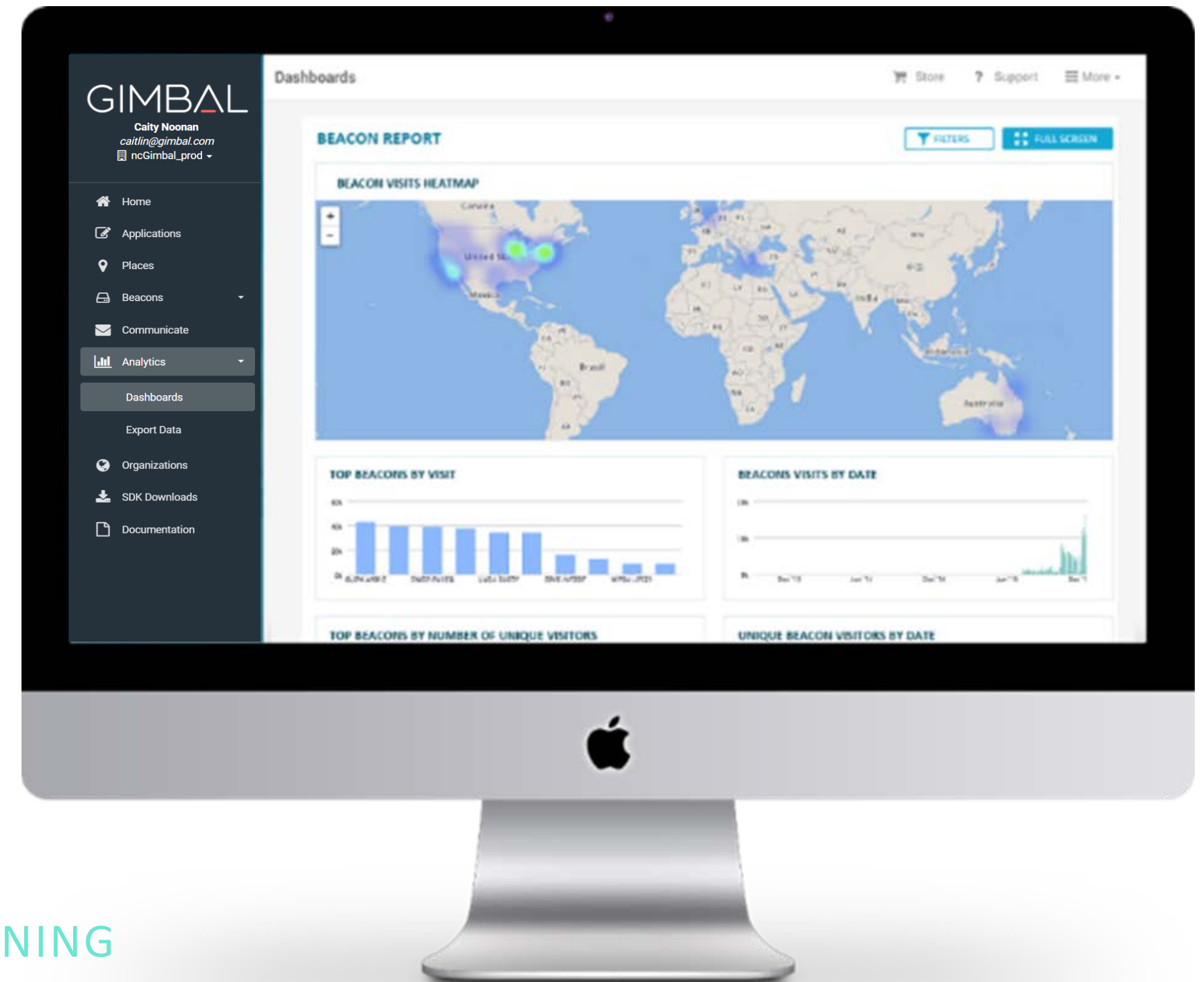
in driving communication, foot traffic and, ultimately, sales from shoppers



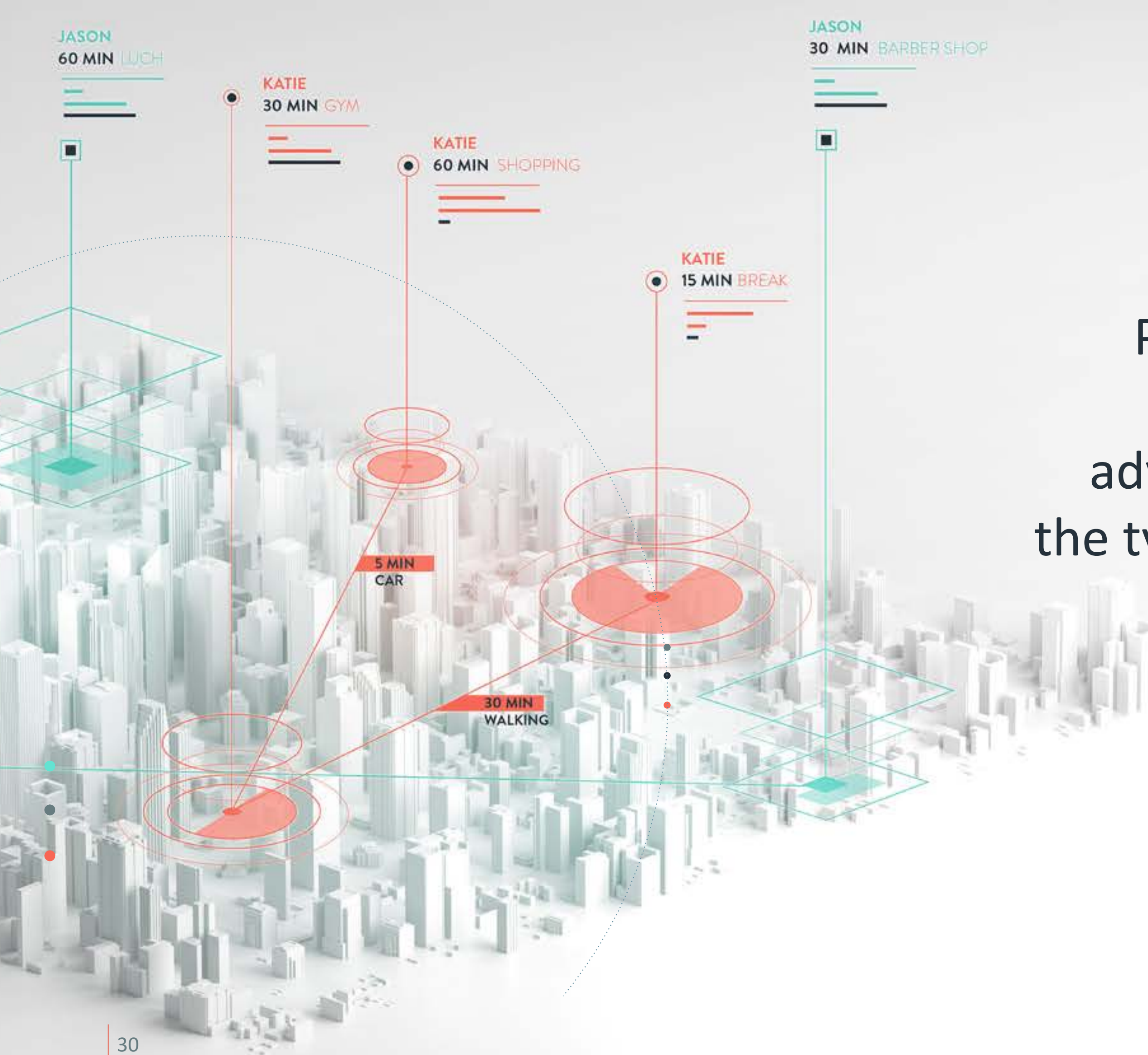
Discover Your Audience

AND PROVIDE BRAND CUSTOMERS WITH REAL-TIME ANALYTICS

- Understand more about audiences who see your OOH advertising:
 - who they are
 - where they go
 - where they work
- What types of apps are used by users who pass your locations
- Total exposure and daily impressions of your OOH assets
- Visual heatmap of all of your visits
 - Broken out by time of day, day of week, day of month visitation
- Demographic Insights (Age, HHI, Gender)



PLANNING

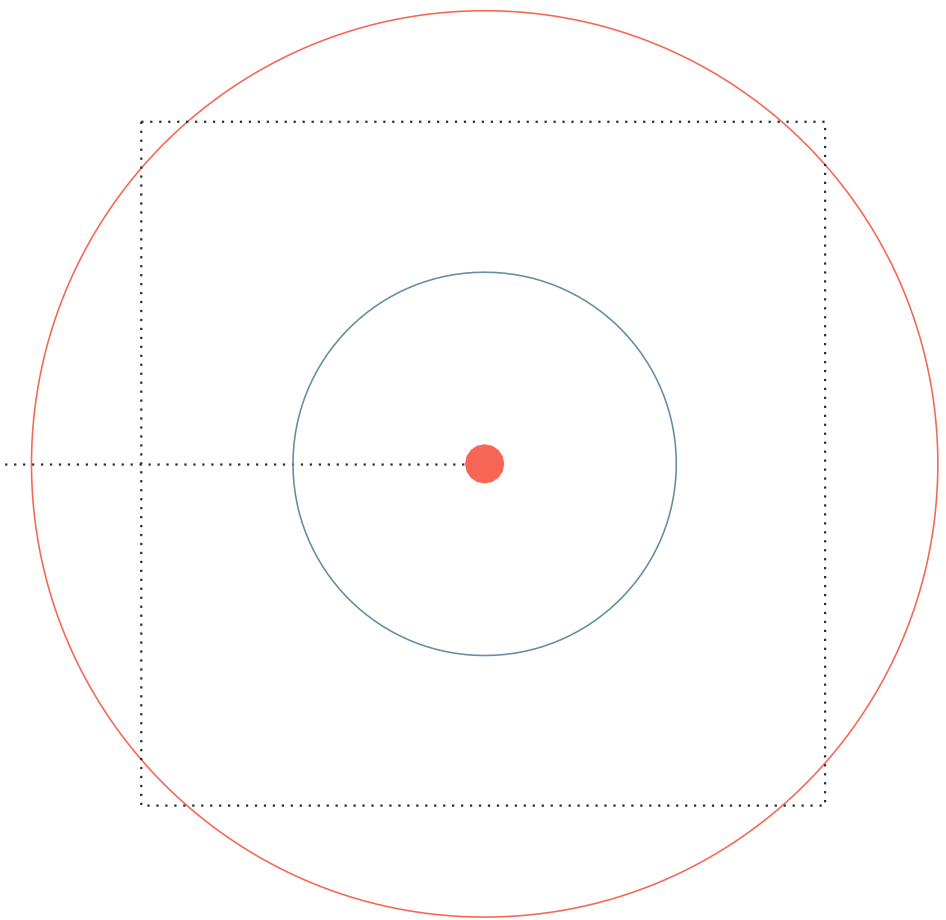


Physical-world data allows OOH companies to offer advertisers more insights on the types of audiences nearest their assets.

AUDIENCE CREATION



Remarketing Pixel for the Physical World



AUDIENCE CREATION

Proximity location data for
TARGETING & MEASUREMENT



Small is the new big.

BLUETOOTH LOW-ENERGY BEACONS

Beacons Further Activate Your **Physical Assets**

“TURN ON” YOUR OOH ASSETS TO **CAPTURE DATA SIGNALS**



BUS BENCHES



GAS PUMPS



PARKING & TRANSPORTATION



JUKEBOXES



TAXIS



ATMs

PROXIMITY TARGETING

Proximity Audience Creation

BEACON-DRIVEN AUDIENCE CREATION

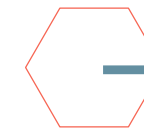
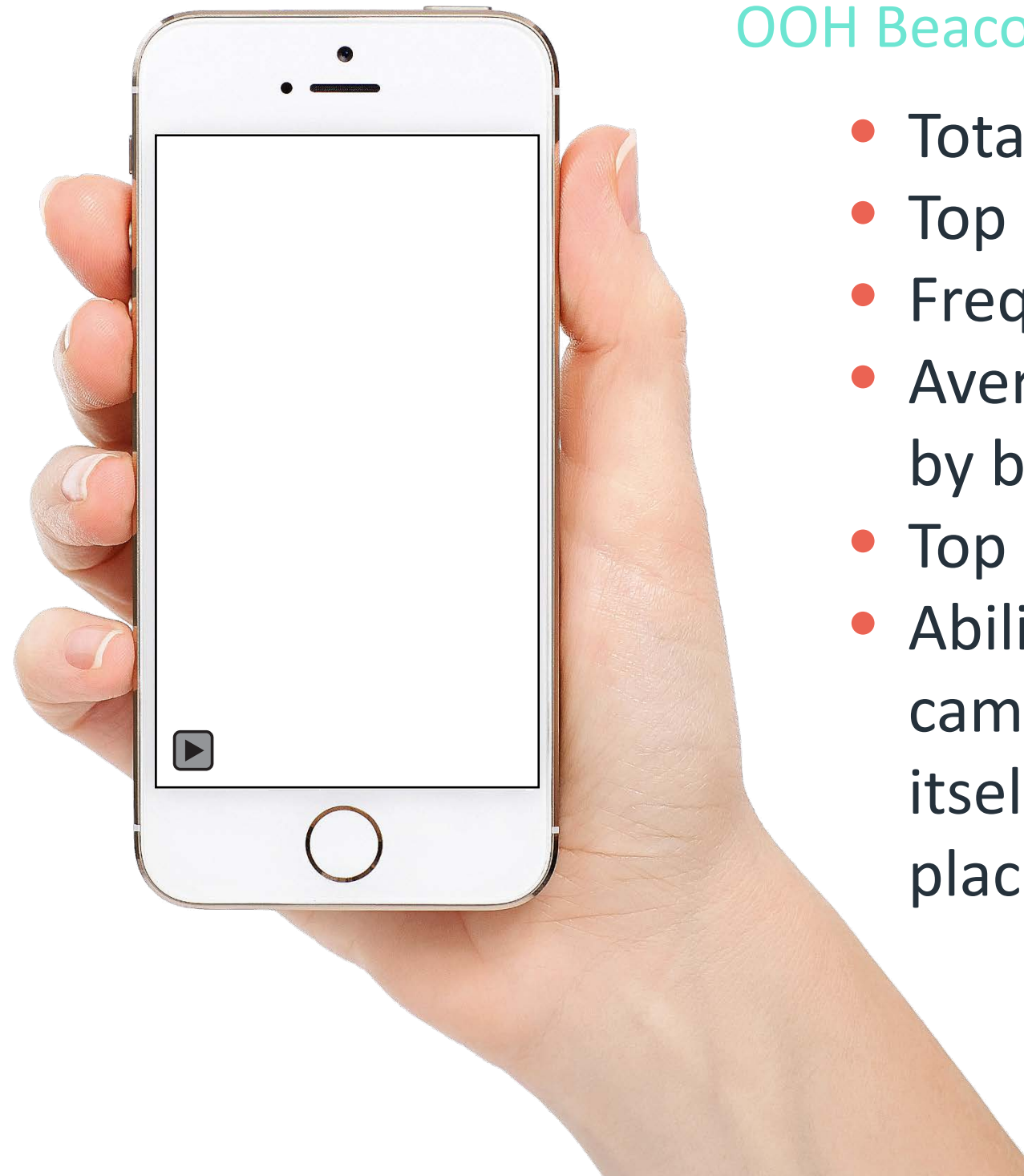
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REAL-TIME BEACON BASED TARGETING

The number of actual devices seen by beacons can be low in scale for an beacon-only advertising campaign, but...

The capability to **retroactively add device ID's** that come within range of a beacon during a campaign is a pivotal advantage to ensure campaign success.

This unique to Gimbal ability is an avenue for us to **reach additional consumer devices** on the campaign, in case there is not an available ad opportunity once they walk within the geofence being targeted.



BEACON DISCOVERY & INSIGHTS

OOH Beacons Collect:

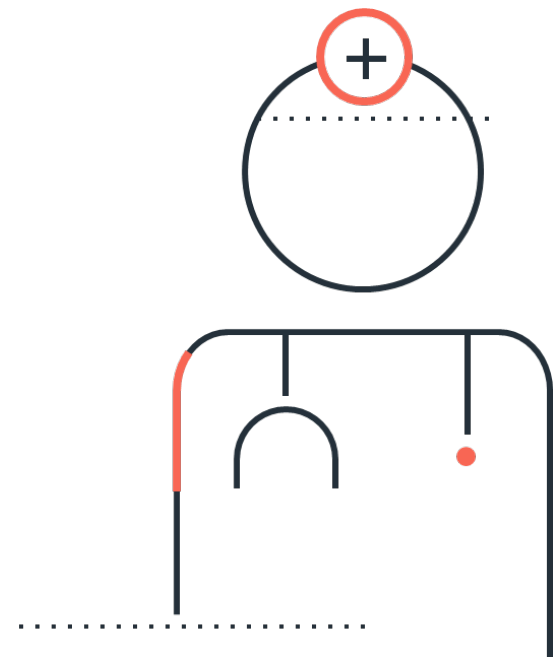
- Total visits to beacon placements
- Top beacons visited & visit trends
- Frequency of visit by beacon
- Average number of visit per visitor by beacon
- Top beacons by dwell-time
- Ability to run beacon-based campaigns based on the beacon itself. For e.g. if a beacon is near a place of interest.

Use Cases

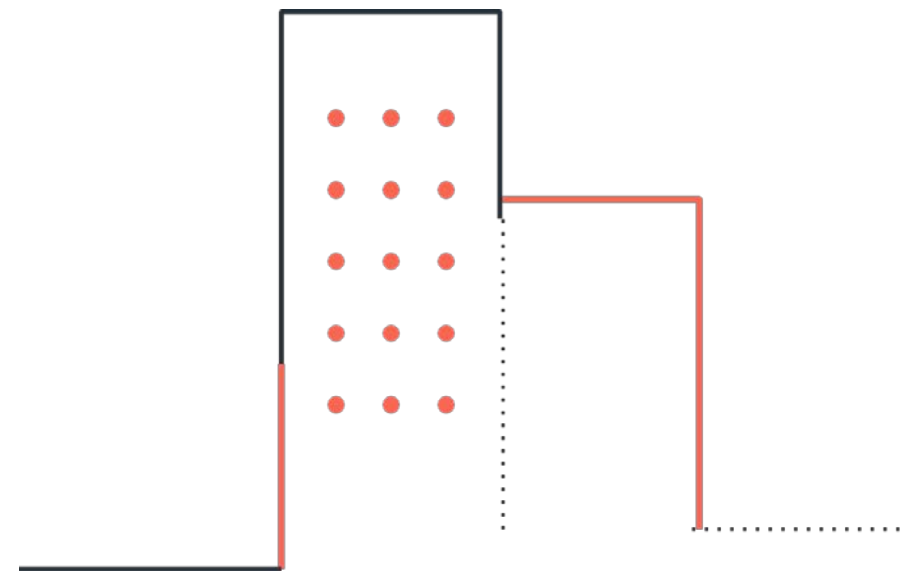
REACH MICRO-LOCATION OOH AUDIENCES IN REAL-TIME



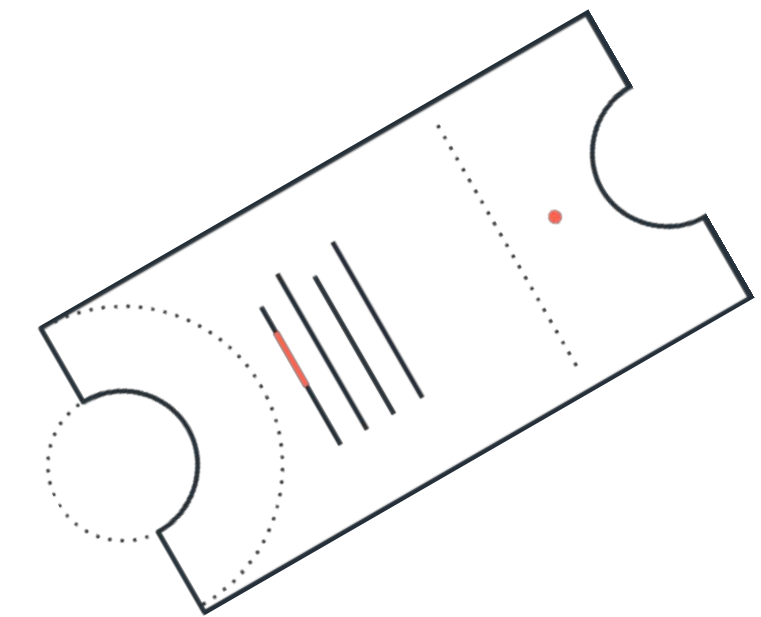
DOCTOR OFFICE VISITORS



MALL AREA VISITORS



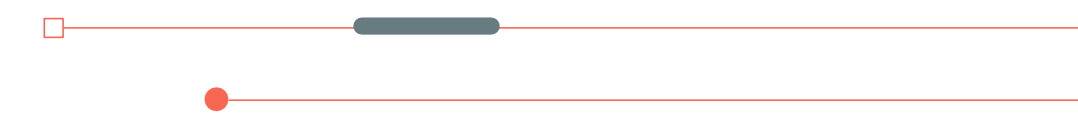
ARENA & STADIUM VISITORS



PROXIMITY TARGETING

Real-World Attribution

MEASURE FOOT TRAFFIC WITH ATTRIBUTION



4:07pm

Visited

Billboard Exposure

7:36am

11:49am

2:17pm

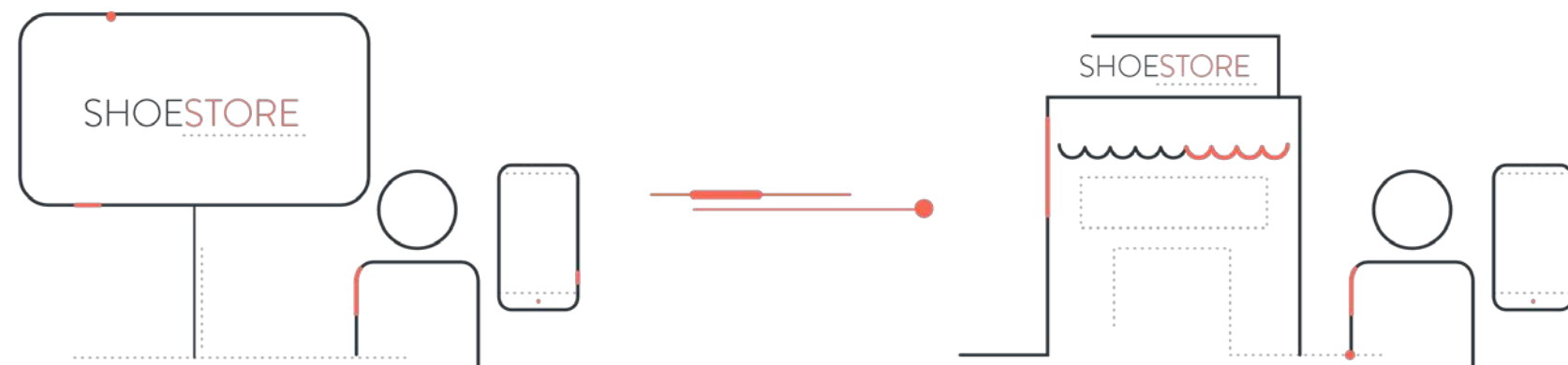
ATTRIBUTION

Measure Effectiveness of Out-Of-Home

ANALYZE OOH PERFORMANCE AS STANDALONE AND ALONGSIDE MOBILE MEDIA

OOH ATTRIBUTION

- Provide OOH Attribution as a standalone, real-world measurement metric for your clients' OOH ad campaigns
- Capture how many devices were within visibility of your OOH locations, and report back which of those "exposed" devices visited a specific location



MEDIA CAMPAIGNS + ATTRIBUTION

- Activate mobile ad campaigns to extend audience reach and inventory availability
- Capture how many devices were within visibility of your OOH locations and saw a mobile ad, and report who visited a specific location



ATTRIBUTION

Questions?

Thank You

