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PROGRAMMATIC TRANSACTIONS & HOW THEY WORK TOGETHER

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WHAT IS PROGRAMMATIC ANYWAY?

THE AUTOMATED,
DATA-DRIVEN BUYING
AND SELLING OF DOOH
ADVERTISING



PROGRAMMATIC ENHANCES OOH's VALUE PROPOSITION AS A REACH MEDIUM

AUDIENCE



BEHAVIORAL
(ONLINE/OFFLINE)
HOUSEHOLD
1ST & 3RD PARTY

LOCATION



STATE / DMA / CITY / TOWN
ZIP CODE / LAT-LONG
POI

CONTEXT



ENVIRONMENT / VENUE TYPE
DAY OF WEEK / DAY-PART
TRIGGERS E.G. WEATHER



AGENCIES' PERSPECTIVE ON BUYING DOOH



WHAT GUIDES A DECISION TREE

Agencies Develop Guidelines & Guardrails for Evaluating DOOH

DOOH Playbook

PROGRAMMATIC TRANSACTION

- Data drives site selection
- Flexibility in day-parting, mid-campaign optimization
- Campaign Pause Anticipated

DIRECT TRANSACTION

- Site-specific “Cherry picking”
- GRP/ % Reach Goal
- No Pause Anticipated

PROGRAMMATIC VS. DIRECT

5

Measurement/Attribution

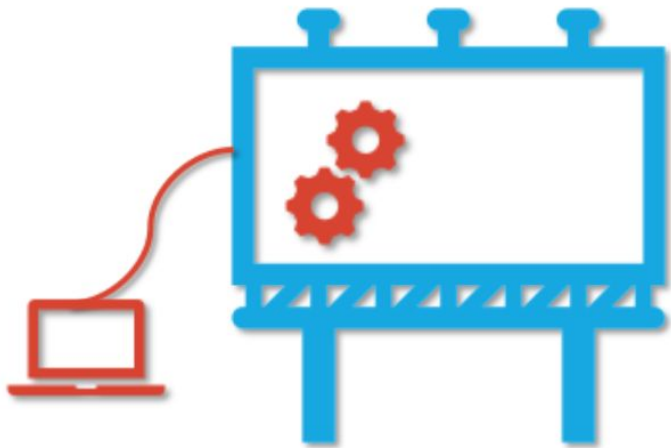


DEMAND SIDE PLATFORM (DSP)



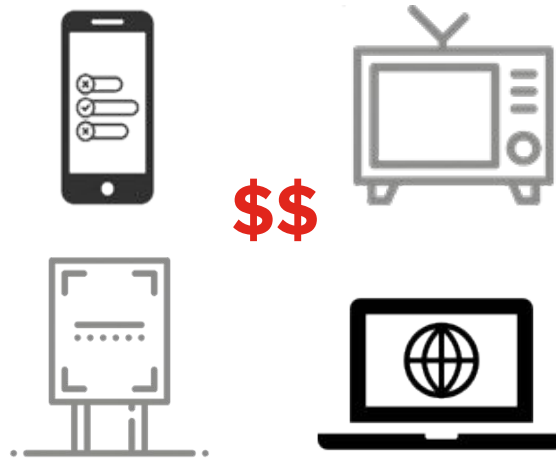
DEMAND SIDE PLATFORMS

CHANNEL- FOCUSED DSP



DIGITAL OOH INVENTORY ONLY

OMNICHANNEL-FOCUSED



MULTIPLE CHANNELS: MOBILE, DESKTOP, SOCIAL, TV, RADIO

DSP FEATURES: MUST HAVES

TRANSPARENT AND CENTRALIZED WORKFLOW



DATA DRIVEN

Standardized approach of indexing 'all' OOH sites against an audience segment

- DSP Data Partner
- BYOD Model- "Bring your Own Data"

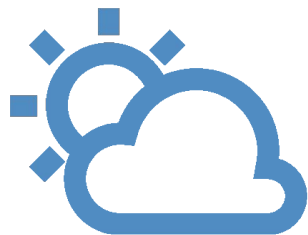


SUPPLY

Preferred Inventory At Scale

PHYSICAL WORLD TARGETING FOR THE PHYSICAL WORLD

Regardless of DSP Type
The ability to target against various factors should exist



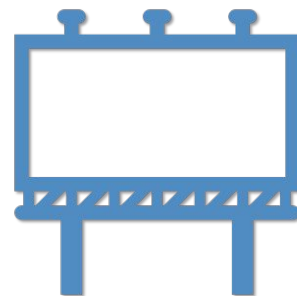
WEATHER



PROXIMITY
TARGETING



DAYPARTING/
WEEKPARTING



VENUE TYPES



Programmatic Buy Types



TRANSACTION TYPES

OPEN AUCTION (EXCHANGE)

Sellers broadcast ad requests to all available buyers

Non-transparent floor price set

Non-transparent & non-guaranteed inventory

PRIVATE MARKETPLACE DEALS (1:1, 1:MANY)

Seller makes select ad requests available to specific buyers

Negotiated fixed price

Transparent & non-guaranteed inventory

GUARANTEED DEALS

Seller makes a subset of inventory available to a specific buyer

Negotiated fixed price

Transparent & guaranteed inventory



GUARANTEED DEALS

BUYER ATTRIBUTES	PUBLISHER ROLE	WHEN TO SELL	TARGETING & MEASUREMENT
<ul style="list-style-type: none">• Transparent inventory• Guaranteed	<ul style="list-style-type: none">• Prospecting: as a direct guaranteed deal, the program is set up by the publisher through the chosen technology platform• Negotiate: set deal terms the same as you would in a non-programmatic direct deal• Create: seller handles all campaign set up and management	<ul style="list-style-type: none">• Sales efforts should focus on your core offering, with the additions of audience targeting and measurement	<ul style="list-style-type: none">• Managed by media owner• Upcharge & secure larger budgets by including both on programs

OPEN AUCTION (EXCHANGE)

BUYER ATTRIBUTES	PUBLISHER ROLE / WORKFLOW	BENEFITS/USE CASE	TARGETING & MEASUREMENT
<ul style="list-style-type: none">• Non-transparent (buyer only sees inventory at the venue type level (ex. Malls, gyms), not the specific inventory placements or network owners)• Non-guaranteed	<ul style="list-style-type: none">• Approve creative	<ul style="list-style-type: none">• No sales effort needed; exchange revenue is generated simply by making your inventory available on the exchange	<ul style="list-style-type: none">• Managed by the buyer

PMP DEALS 1:1

BUYER ATTRIBUTES	PUBLISHER ROLE	WHEN TO SELL	TARGETING & MEASUREMENT
<ul style="list-style-type: none">• Transparent inventory• Deal terms live w/ buyer & seller	<ul style="list-style-type: none">• Engage with programmatic teams for prospecting• Negotiate terms of the deal with buyer; set floor price, minimum budget target (note: PMPs are non-guaranteed budgets, but many media owners secure verbal agreements)• Create Deal ID and send to buy client• Approve creative	<ul style="list-style-type: none">• Direct sales effort when a buyer is interested in a specific program using your inventory• Leverage floor pricing and total budget allocation	<ul style="list-style-type: none">• Managed by buyer• Sellers can charge premium pricing for curated inventory sets

PMP DEALS 1:MANY

BUYER ATTRIBUTES	PUBLISHER ROLE	WHEN TO SELL	TARGETING & MEASUREMENT
<ul style="list-style-type: none">• Transparent inventory• Non-guaranteed	<ul style="list-style-type: none">• Buyer is selectively buying a known media owner's inventory and activating screens/spots that match their targeting strategy. Media owner creates a selection of inventory packages to make available to buyers through a technology platform• Pricing is custom & entirely up to the media owner• Approve creative	<ul style="list-style-type: none">• Deals should be designed to match general buyer needs, curated into unique packages• Focus on making buyers aware of packages available for testing and evaluation• Can act as lead gen tool for more custom PMPs	<ul style="list-style-type: none">• Managed by buyer• Sellers can charge premium pricing for curated inventory sets



WHY BUY A PMP VS. WORK DIRECTLY WITH A
MEDIA OWNER?

IS PROGRAMMATIC OUT-OF-HOME ALL
REMNANT INVENTORY?



AUDIENCES & MEASUREMENT FOR PROGRAMMATIC OOH



DSPs SERVICING OOH

SPECIALIZED DOOH

VISTARMEDIA



ADOMNI



Hivestack



OMNICHANNEL



Google Marketing Platform



MediaMath

AMOBEE



Adobe® Creative Cloud™



DSP DIFFERENTIATORS

SPECIALIZED DOOH

THE BENEFITS

- Focused planning & reporting suite
- Format specific targeting & campaign tools

THE CONCESSIONS

- Siloed approach
- Smaller budgets
- Increased operational execution friction
- Inability to measure cross-format effectiveness

OMNICHANNEL

THE BENEFITS

- Cross channel planning & execution
- Unified targeting, optimization, measurement
- Shareable data & creative assets
- Greater marketing budget control

THE CONCESSIONS

- Initially lacks format specific planning & targeting
- Specialized optimization & bidding features



BEHAVIORAL TARGETING ONLINE = COOKIES

BEHAVIORAL TARGETING WAS ONE OF THE MAJOR FACTORS IN THE GROWTH OF ONLINE ADVERTISING.

Target consumers based on some behavior they have exhibited through their actions online, identified through the use of cookies or device identifiers:

- Visited a specific website
- Signed up for a service
- Put an item into an online shopping cart
- Watched a certain piece of content

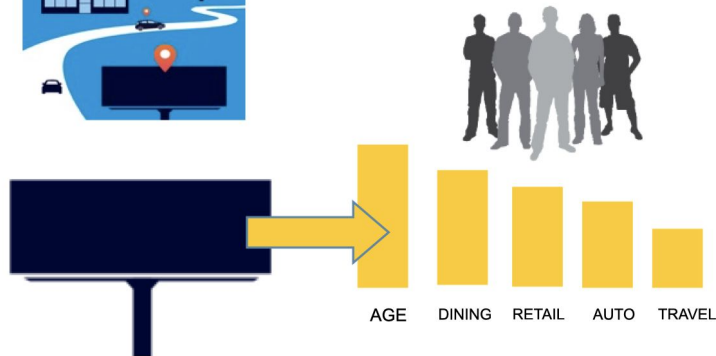
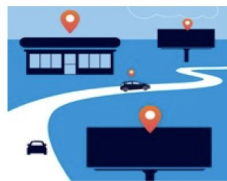


LOCATION AS THE PROXY FOR COOKIES

Mobile Location data (typically GPS) is often used to determine physical-world behaviors for targeting in out-of-home.

1. Develop mobile audiences, based on where devices 'go'
2. Mobile data shows us most visited places and routes taken in last thirty days
3. Unique audience profile created for each OOH site, allows media to be selected based upon index

Programmatic technology allows buyers to purchase OOH inventory that matches those movement patterns of their target audience.



AGE / GENDER
OTHER DEMO



LOCATION
& MOVEMENT



TIME OF DAY



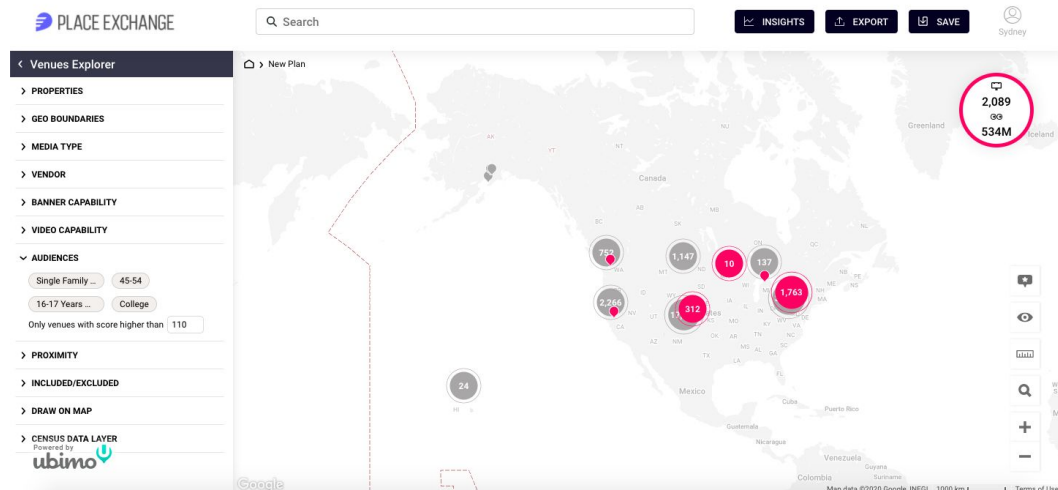
BEHAVIORAL TARGETING OOH = LOCATION DATA

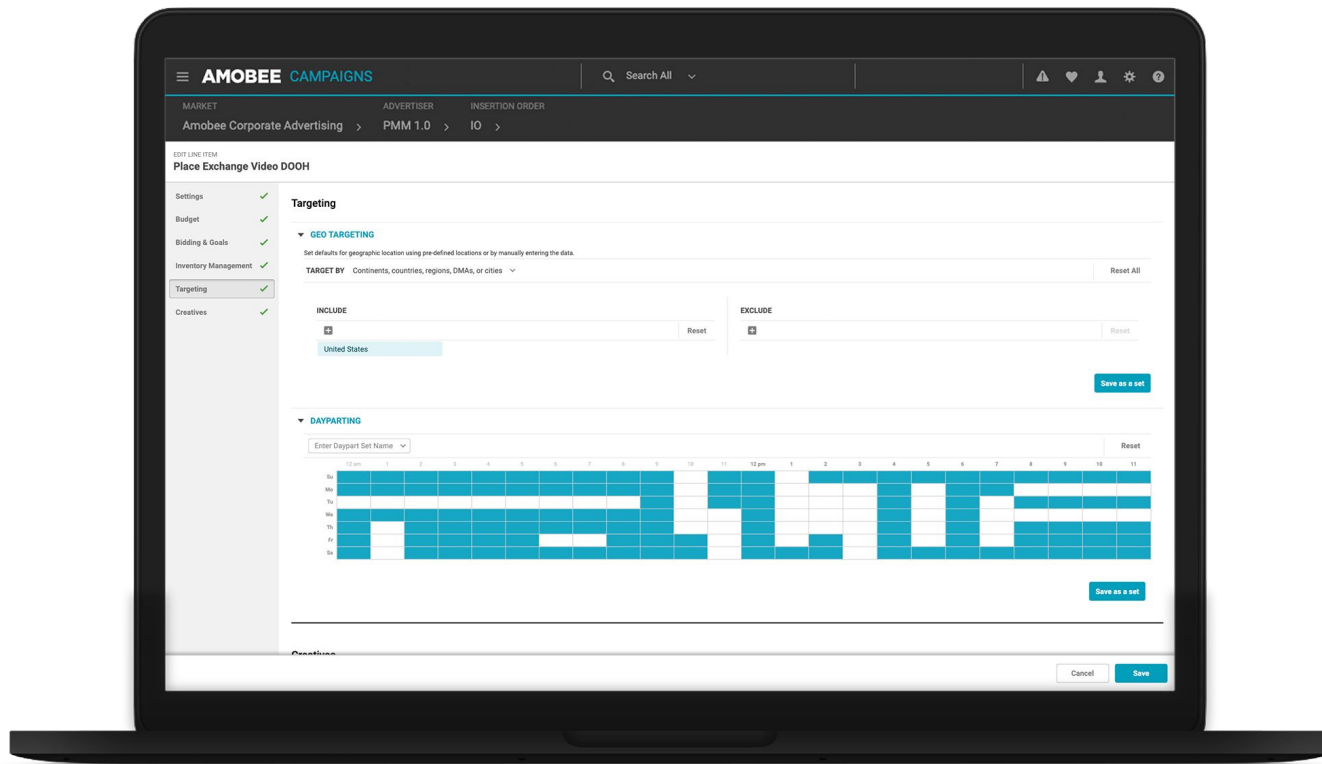
LOCATION DATA IS OFTEN USED TO DETERMINE PHYSICAL-WORLD BEHAVIORS FOR TARGETING IN OUT-OF-HOME.

Mobile location data (typically GPS data) allows marketers to use consumer's real-world movement patterns to identify specific behaviors they'd like to target against:

- Visiting competitive store locations
- Visiting points of interest (such as schools, gyms and retailers)

Once you have identified your target audience based on those physical-world behaviors, you can use that same location data to analyze where they travel and spend time in the real-world.



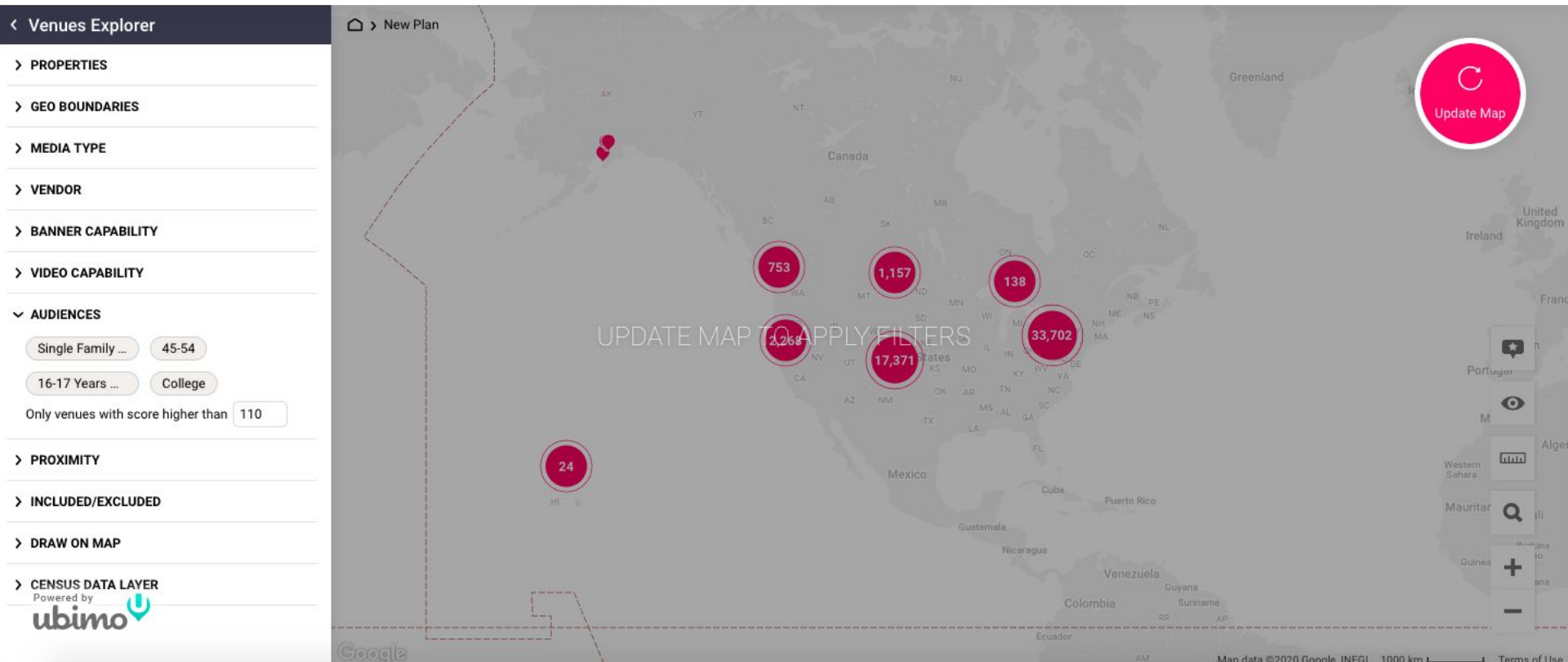


TARGETING IN CAMPAIGNS

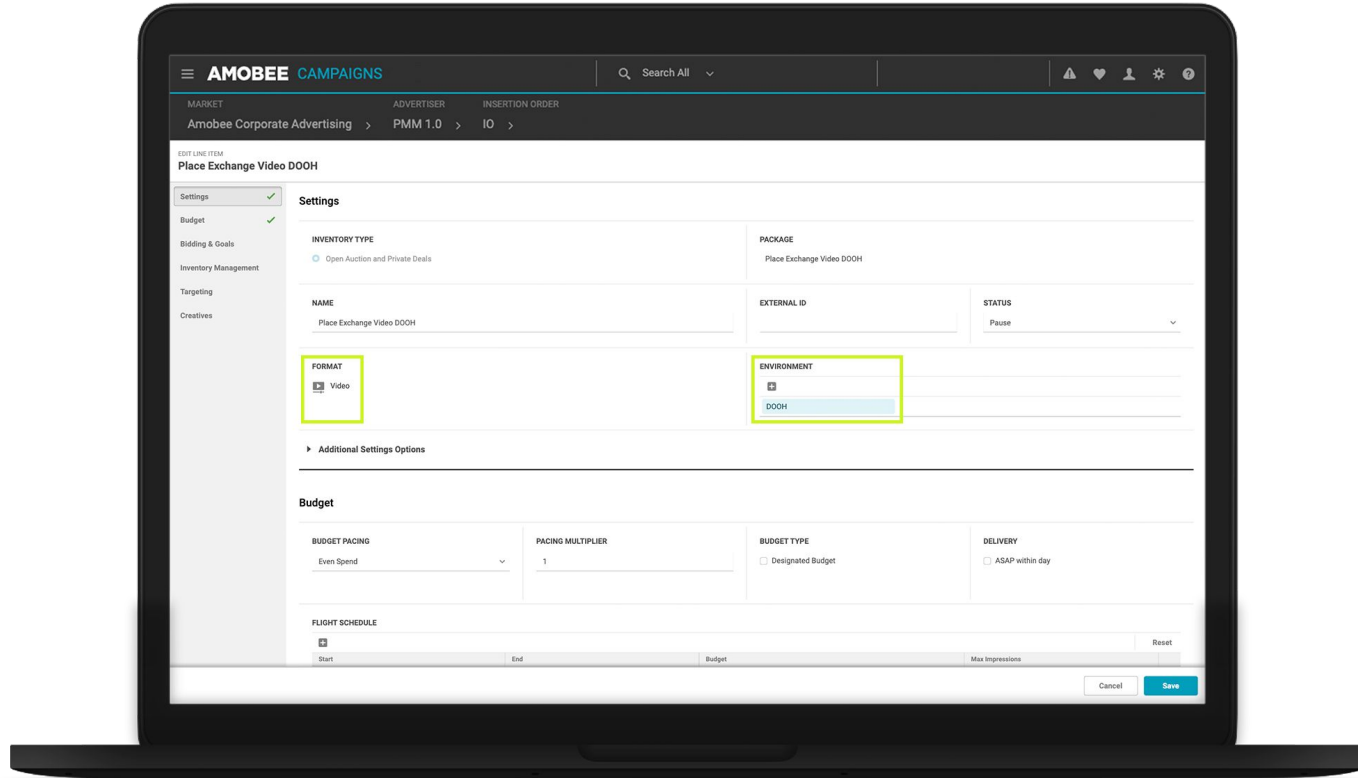
- In addition to buying based on location & price, programmatic out-of-home allows buyers to purchase based on age, gender, ethnicity, HHI and other demographics of their desired audience.
- DSPs allow buyers to leverage location data to target based on real-world behaviors, such as store visitations, commute patterns or activity interests.
- A note about the quality of impressions: the value of a display and a display's audience is conveyed both in CPM and education. Be transparent with buyers so they understand what makes your assets and audiences unique. Budgets allocated to campaigns will be directly related to how familiar buyers are with your offering.



TARGETING IN CAMPAIGNS



TARGETING IN CAMPAIGNS



MEASUREMENT ONLINE = INTERACTION-BASED METRICS

In the online advertising world, campaign impact is measured based on consumer interaction metrics.

These include digital events such as:

- Clicks
- Completion views for video
- Site traffic
- Search volume
- Conversions - sales, service sign ups
- Brand awareness
- Sales lift



MEASUREMENT FOR DOOH

For digital out-of-home, programmatic technology allows buyers to tap into the best data source for each particular client and apply measurement methodologies consistently across campaigns.

Metrics include:

- Digital events (based on device-level attribution)
- Foot traffic (based on location data)
- Brand awareness, consideration & purchase intent (typically survey-based)
- Sales lift (based on household level sales data & location data)

Either in a silo, or part of a wider media mix.



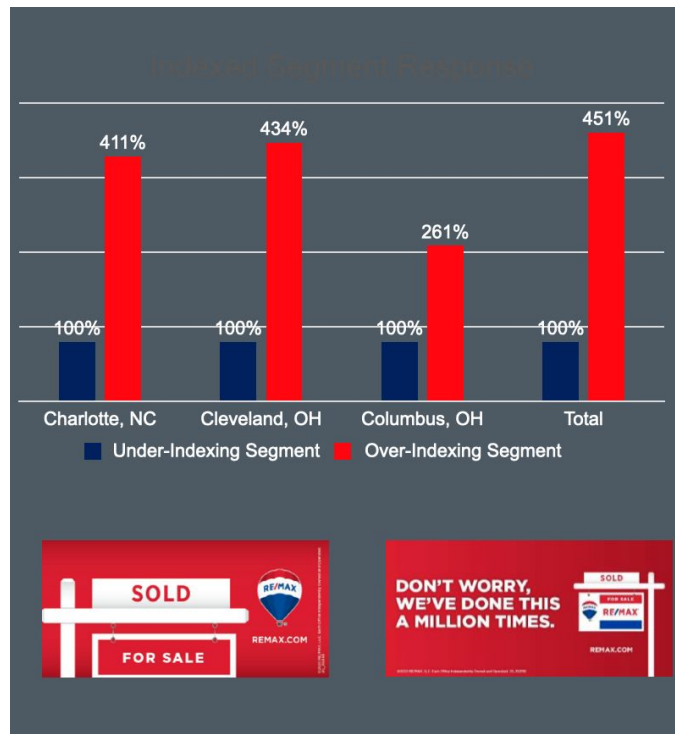
TARGETING INCREASED OOH EXPOSURE'S ABILITY TO DRIVE WEB VISITATION FOR RE/MAX

OBJECTIVE:

Confirm the applicability and effectiveness of targeting M1 segments in OOH channel. In particular, demonstrate that screens over-indexing on reach for target M1 segments for a given advertiser deliver significantly better performance than screens that under-index on those target segments.

EXECUTION:

The media was programmatically purchased using targeting parameters to only activate in zip codes where OOH of a specific M1 audience over-indexed. For purpose of this test, in the first two weekends, media ran in zip codes that over-indexed for the M1 segment and those that under-indexed for the M1 audience.



2.5
X

LIFT FOR HOME
PAGE VISITS

4.3
X

LIFT FOR
PROPERTY
SEARCH PAGE
VISITS



Q&A

