

INCREASED OOH ALLOCATION BOOSTS MEDIA PLAN SALES ROI AT NO ADDITIONAL COST

Benchmarking's analysis of incremental adjustments in media plans found that by simply reallocating a few points of budget share from overspent media to OOH, Automotive, CPG Food, and Retail grocery brands could significantly increase return on ad spend (ROAS), and boost brand metric scores, at no additional cost.

Key Findings



OOH delivers strong ROAS that improves total media mix ROAS



OOH drives improved brand perceptions throughout the marketing funnel



Current media mixes are not optimized because OOH is not planned at sufficient allocations



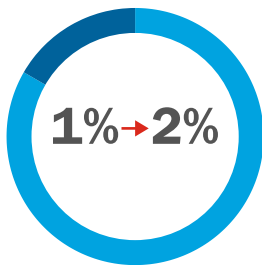
Underfunding OOH prevents total plan optimization due to over-allocation to other channels



Increases of even a few points of share to OOH achieves the vast majority of total plan optimization

ROAS Impact of Boosting OOH Media Plan Share

Automotive



OOH share shift from 1% to 2%

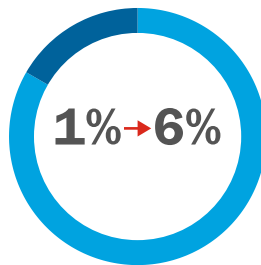
75%

capture of total ROAS optimization

\$52M

ROAS gain generated

CPG Food



OOH share shift from 1% to 6%

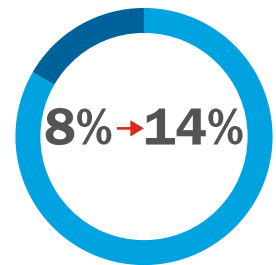
70%

capture of total ROAS optimization

\$2.4M

ROAS gain generated

Retail Grocery



OOH share shift from 8% to 14%

61%

capture of total ROAS optimization

\$16M

ROAS gain generated

Benchmarking Recommendations

- Use the incremental increase findings to guide stepped adjustments in OOH spending levels to move toward total media plan optimization.
- A “test and learn” best practice advocates for incremental spend shifts by reallocating from channels identified as over-spent, using multiple evaluation and reporting methods.

Download the complete analysis here, which includes the brand metric KPI analysis and charts.