



THE POWER OF PLACE

Your Guide to Digital Out-of-Home Advertising

Basis[®]
Technologies

Political Advertising Edition



A dynamic billboard near an event venue directing customers to a ticketing website. A digital sign in a busy city center showcasing weekly promotions at a nearby clothing store. A sign in an elevator that changes around lunchtime to show offerings from cafes.

Meet digital out-of-home advertising (or, as its often referred to, DOOH).

It's an emerging channel that's making waves in the digital advertising space, and for good reason. Like its non-digital predecessor, DOOH allows advertisers to connect with audiences when they're on-the-go within contextually relevant environments. But *unlike* traditional out-of-home, DOOH *also* includes the benefits inherent to digital advertising—namely, the ability to target, track, optimize, refine, and measure results.

DOOH's place in marketers' media mix is forecast to steadily grow in the years ahead.¹ *Want to make the most of the growing DOOH opportunity? Read on.*

98% of consumers have visited a DOOH venue in the last 30 days.²

¹ <https://www.warc.com/content/article/warc-data/the-big-picture-digital-out-of-home/149515>

² <https://www.vistarmedia.com/blog/vistar-mfour-new-consumer-insights>

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DOOH: The New(er) Kid on the Block

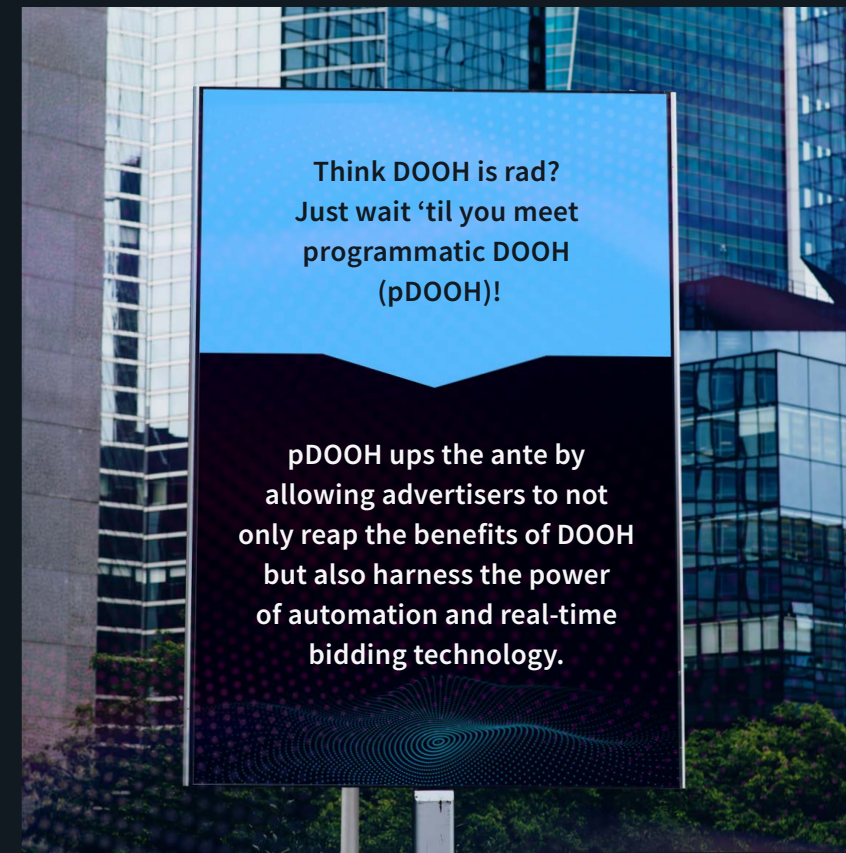
Think of DOOH as the cool younger sibling of OOH advertising: Both share many of the same qualities, but the younger one (i.e., DOOH) is a bit more “in touch” with the times (sorry, older siblings!)

DOOH draws upon many of the best elements of traditional OOH, including:

- Using the power of context to place ads in relevant environments.
- Reaching people when they're on-the-go, often in high-traffic locations.
- Providing opportunities for advertisers to get creative with their design and messaging.

But just as youngest children often clear the bar set by their predecessor(s), so too does DOOH. It offers marketers:

- More targeted ad opportunities based on a variety of factors (weather, geographic location, time of day, etc.)
- More agility by letting them optimize ads and adjust creative throughout a campaign.
- More opportunities to get creative with their creative (think: videos, motion, and carousels of images).
- Better tracking and measuring to get a more accurate picture of return on ad spend (ROAS).



DOOH Stats to Know:

DOOH ad spend grew by **23.5%** in 2022, reaching **\$2.46 billion**. This represents 28.8% of total out-of-home ad spend.³

By 2026, DOOH is forecast to reach **\$3.99 billion**, representing **38% of total out-of-home ad spending**.⁴

pDOOH ad spend grew by **116.3%** in 2022, reaching **\$444.8 million** (18.1% of total DOOH ad spend and 5.2% of total OOH ad spend).⁵

By 2025, pDOOH is forecast to **exceed \$1 billion** and account for **31% of total DOOH ad spend**.⁶

With investments in DOOH increasing each year, the gap between OOH and DOOH ad spend is steadily closing. **In other words, DOOH ad spend is growing...and it's growing fast.**⁷ As targeting and measuring capabilities continue to evolve, DOOH and pDOOH will continue to expand.

Key DOOH Terms:

OUT-OF-HOME (OOH):

An umbrella term that describes any ads a person would find outside of their home that are *not* found on their personal device(s). OOH includes non-digital out-of-home, digital out-of-home, and programmatic digital out-of-home.

TRADITIONAL OUT-OF-HOME:

Describes any static OOH ads that are *not digital*, such as billboards, images around public transit systems, and posters in public areas.

DIGITAL OUT-OF-HOME (DOOH):

Any digital advertising signage that people encounter outside of their homes. Includes everything from video screens in taxis, to large urban panels, to small screens located at a point-of-purchase.

PROGRAMMATIC DIGITAL OUT-OF-HOME (PDOOH):

Any DOOH inventory that is purchased programmatically. It allows advertisers to activate DOOH campaigns in real-time in an automated and data-driven way, typically by using a demand side platform (DSP).

³ <https://forecasts-na1.emarketer.com/584b26021403070290f93a2f/5f11e0edfd62d60758baa57a>

⁴ <https://forecasts-na1.emarketer.com/584b26021403070290f93a2f/5f11e0edfd62d60758baa57a>

⁵ <https://forecasts-na1.emarketer.com/584b26021403070290f93a55/5f11e61dfd62d60758baa57c>

⁶ <https://forecasts-na1.emarketer.com/584b26021403070290f93a55/5f11e61dfd62d60758baa57c>

⁷ <https://www.warc.com/content/paywall/article/warc-data/the-big-picture-digital-out-of-home/en-GB/149515?>

DOOH Advertising Essentials

Beyond the Billboard: Major DOOH Venues and Formats

When you think of DOOH, what are the first ads that comes to mind? For many folks, it's the massive, flashy billboards you'll find in places like Times Square. In reality, there are multitudes of different DOOH venue formats and types, allowing advertisers to connect with audiences in an array of locations and contexts.

Venue Format

Format Description

Format Benefits

Large Format

Digital billboards and urban panels located in public, mostly outdoor environments.

Reach consumers in high-traffic areas, such as major highways, intersections, city centers, etc.

Drive upper funnel metrics like brand and product awareness.

Large, bold messaging—opportunity to get creative.

Place-Based

Screens placed in contextually relevant environments such as fueling stations, gyms, or elevators.

Encompass the majority of place-based media.⁸

Opportunity to engage with audiences in everyday settings.

Allow marketers to embrace contextual environments in reaching the right audience with the right message.

Point-of-Purchase

Displays located near areas where consumers make purchasing decisions.

Reach customers at the point of decision.

Allow advertisers to focus on lower funnel metrics and drive sales/conversions.

⁸ <https://www.vistarmedia.com/blog/major-types-doo-h-media>

DOOH Venues

Within these larger categories, there are many specific DOOH venues to choose from, depending on your campaign and its goals. For example, a CPG brand might want to focus on point-of-purchase screens located in gas stations or convenience stores where their products are sold; a retailer could opt to focus on urban panels and screens in subways located near their brick-and-mortar location; and a healthcare brand might hone in on digital screens in doctors' offices, gyms, and fitness centers.



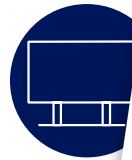
POINT OF CARE

Doctors' Offices
Veterinary Offices
Hospitals



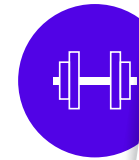
EDUCATION

Schools
Colleges
Universities



OUTDOOR

Billboards
Urban Panels
Bus Shelters



HEALTH & BEAUTY

Gyms
Salons
Spas



TRANSIT

Airports
Buses
Taxis and Rideshares
Subways
Train Stations



ENTERTAINMENT

Movie Theaters
Sports Stadiums
Bars
Casual Dining
Hotels



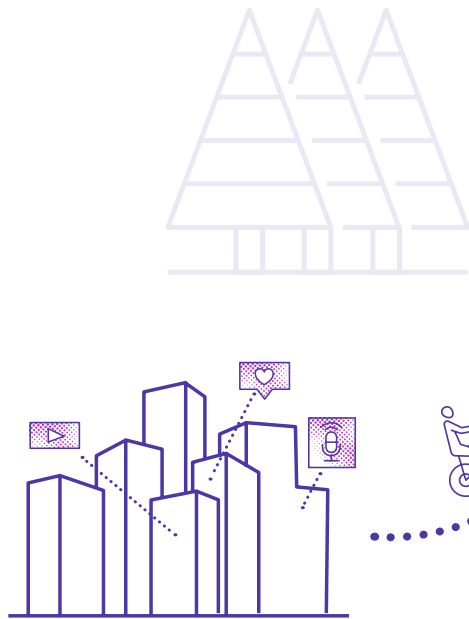
RETAIL

Gas Stations
Convenience Stores
Grocery Stores
Liquor Stores
Dispensaries

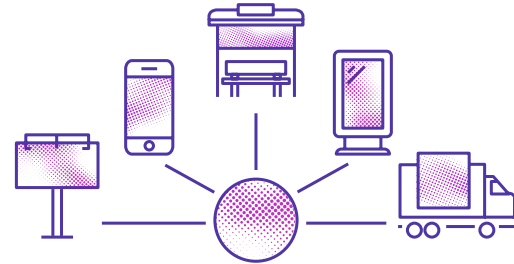
**AND
MORE!**

The DOOH Advertising Opportunity

Reaching Customers in Moments That Matter



Digital media is everywhere in our lives: from the podcasts we stream, to the social media apps we scroll, to the streaming videos we binge, to the digital screens we encounter as we go about our day-to-day activities.



For advertisers, this means that an omnichannel approach is a must. Coordinating multiple touchpoints across a variety of channels ensures your brand message is reaching customers in meaningful moments.





DOOH ads offer the opportunity to make the most of a specific location and/or context, and they also allow advertisers to connect with audiences in moments when they are less reachable on personal devices.



Thanks to its one-to-many nature and ability to reach audiences when they're on the go and/or less reachable on their personal devices, more and more marketers are adding DOOH to their omnichannel media mix.

Digital out-of-home advertising allows advertisers to harness the power of context—as well as advanced targeting and measuring capabilities—to enhance the customer experience.



Benefits of DOOH

A woman with short dark hair is looking out of a car window. Outside the window, a large, vibrant digital display is visible, showing abstract colorful patterns in red, yellow, and blue. The interior of the car is dark, and the woman is wearing a dark jacket over a light-colored shirt.

DOOH Enhances the Customer Journey

At gas station pumps, inside fitness centers, on top of rideshares and taxis, in busy urban locations, and beyond—digital screens seem to be popping up everywhere. Thanks to their prevalence, advertisers can tap into a wide variety of DOOH inventory and connect with audiences in real-world moments of impact.

DOOH Allows for Flexibility

With DOOH, advertisers can easily make optimizations during a campaign by adjusting settings and updating (or even swapping) creative. Changes to traditional OOH ads, on the other hand? Let's just say we wouldn't be thrilled to climb a ladder and manually tweak the messaging on a traditional highway billboard.



DOOH Is Future-Friendly and Allows for Customizations

Since it is not targeted based on individual users, DOOH is inherently privacy-friendly. However, that doesn't mean that messages can't be tailored to specific audiences: DOOH allows advertisers to adapt and target ads through geotargeting, dynamic creative, and contextual targeting.

DOOH Offers Unique Reach and Viewability

With DOOH, advertisers have a one-to-many channel that can deliver 100% viewable, non-skippable messages to contextually relevant environments in real-time and can allow them to reach consumers in moments when they're less reachable on their personal devices.

DOOH Gives Advertising Teams the Opportunity to Get Creative

Since DOOH ads are non-skippable and highly viewable, bold and engaging creative is likely to stick with consumers. And, thanks to its digital nature, advertisers can also lean into motion, video, or advancements in AR and VR to create advertising experiences that are truly immersive and captivating.

A 2022 study on the impact of different OOH formats used neuroscience to measure long-term memory encoding and emotional intensity. Its findings: **On average, digital signs are 63% more effective than their classic counterparts.**⁹

⁹ <https://www.warc.com/content/article/warc-research/the-neuro-impact-factor-measuring-effectiveness-of-out-of-home/en-gb/145968>

DOOH and Political Advertising

Whether you're trying to motivate constituents to contact elected officials about your cause, to participate in a town hall, or to turn out to vote, awareness is key to civic engagement. People need to understand the importance of the issue at hand, how it impacts their community, and why their personal action(s) matter.

Digital out-of-home allows advertisers to connect with target audiences in key locations at scale to build awareness and inspire engagement. Its traditional counterpart—OOH—has been used in political campaigns dating back to the mid-1800s.¹⁰ DOOH builds upon the strengths of OOH for advertisers across government agencies, issue and advocacy groups, political candidates, and non-profit organizations, while providing more agility around targeting and real-time creative/messaging optimizations.

In a 2022 survey of ad executives, **62% said they believe government campaigns will see the biggest increase in digital out-of-home.**¹¹

- ☒ MAKE
- ☒ IT
- ☒ COUNT

1

Miscellaneous services and amusements

2

Retail

3

Media and advertising

4

Government, politics, and organizations

5

Restaurants

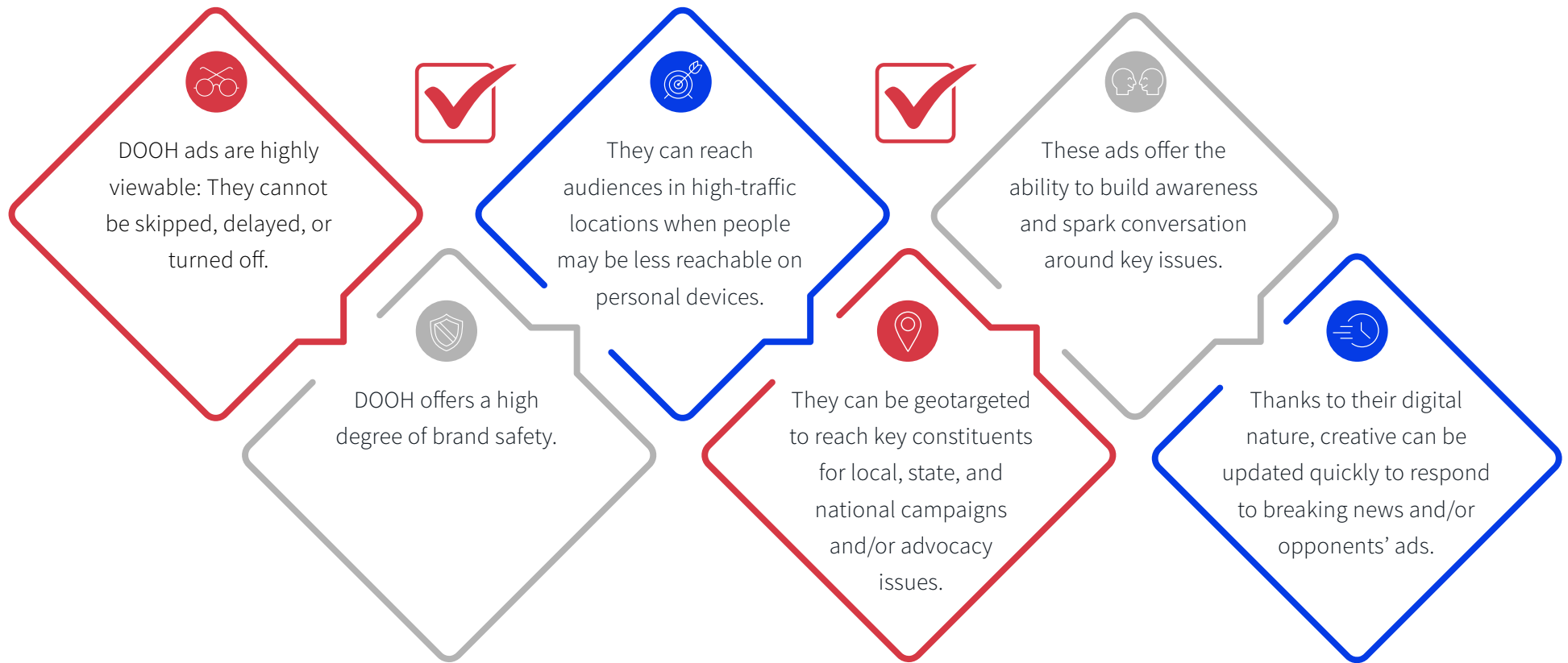
Top 5 US Industries, Ranked by OOH Ad Spend, H1 2022¹²

¹⁰ <https://time.com/4209468/presidential-campaign-ads-19th-century/>

¹¹ <https://chart-na1.emarketer.com/258678/industries-that-ad-executives-worldwide-believe-will-see-biggest-increase-digital-out-of-home-doo-h-feb-2022-of-respondents>

¹² <https://chart-na1.emarketer.com/258542/top-10-us-industries-ranked-by-out-of-home-ad-spending-h1-2021-h1-2022-millions-change-of-total>

Benefits of DOOH ads for political marketers



Strategies to Maximize Your DOOH Campaign

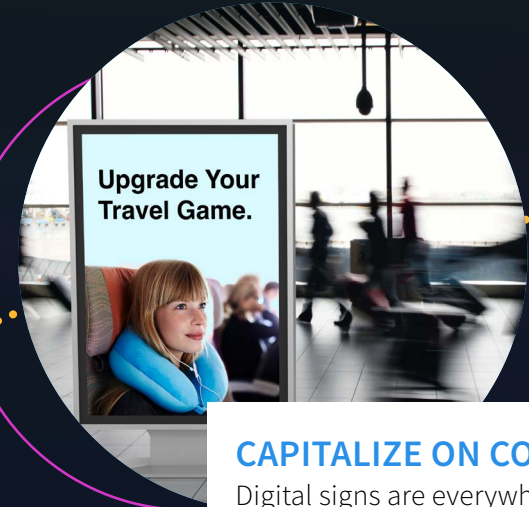
Like any other digital channel, intentionality is crucial. Marketing teams should think carefully about who their target audience is and what message(s) they want them to receive. And since these screens are non-skippable, highly viewable, and have substantial reach, it's important that your DOOH ads are eye-catching, memorable, and authentic.

Here are some strategies you can leverage to make the most of your DOOH ad spend:



FACTOR IN LENGTH:

Consider how much time audiences will spend in front of a specific ad, depending on its location.



CAPITALIZE ON CONTEXT:

Digital signs are everywhere, meaning DOOH lends itself to thoughtful contextual targeting.



USE MOTION TO CAPTIVATE:

Many DOOH screens now allow advertisers to place video ads, which can be a great way to capture audiences' attention.



GET DYNAMIC:

Adjust ads' creative and/or messaging based on the particular time and context.



Quick Tip:

Have existing video assets from a CTV or digital video campaign? Consider repurposing them for DOOH screens. (Just don't forget to add subtitles!)

MOTIVATE TO TAKE ACTION:

Include a clear call to action (CTA) that suits your campaign goals.



Research shows that DOOH ads **deliver meaningful impact in just a one- or two-second glance.**¹³

¹³ <https://www.warc.com/content/feed/doohs-impact-stronger-than-classic-signs-neuroscience-study/en-GB/3632>

DOOH Advertising with Basis[®] Technologies

Basis provides a one-stop shop for omnichannel media delivery and strategy and eliminates the need for a DOOH-specific DSP. With both direct buy DOOH inventory and programmatic DOOH inventory available, as well as a robust media services team to assist with everything from planning to reporting, advertisers can adopt DOOH within their media mix in an agile, flexible way.

Purchasing DOOH Programmatically vs. Direct: What You Need to Know

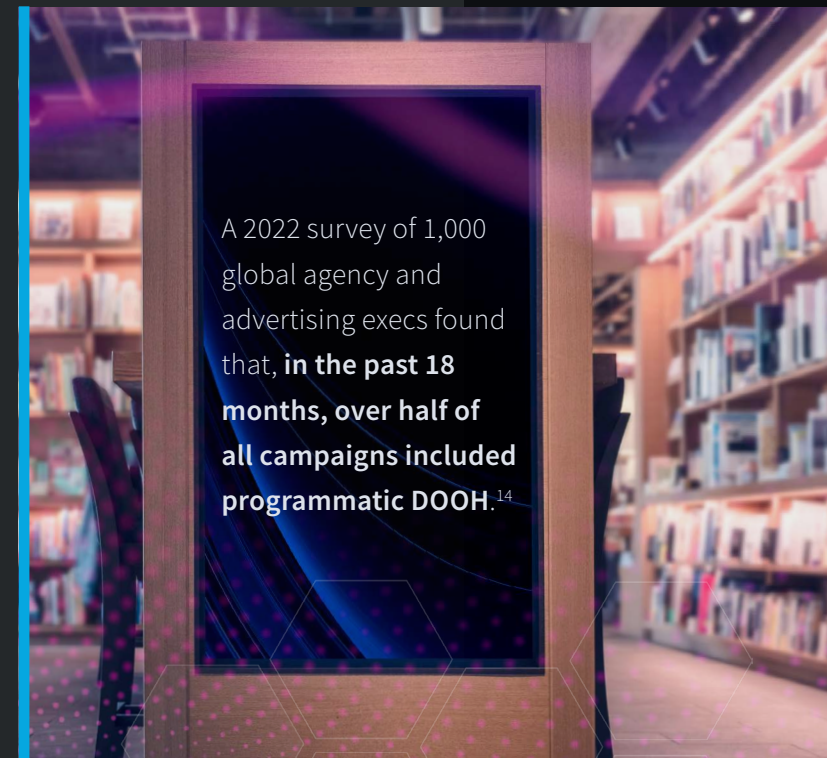
Both direct DOOH and pDOOH offer distinct benefits to advertisers. However, it's important to note a few key differences:

DIRECT DOOH

Buys are generally more “locked in,” as they often have a set time frame from the start and tend to be less flexible when it comes to making real-time optimizations. However, for advertisers interested in large digital screens and/or limited to certain locations or venue requirements, direct buys can sometimes be more effective than pDOOH.

PROGRAMMATIC DOOH

Offers near-real-time purchasing through the power of real-time bidding (RTB). It also provides a wider reach, as well as more control over campaign and targeting parameters (e.g., flight dates and creative swaps).



¹⁴ <https://www.viooh.com/sotn>

Basis[®] DOOH Inventory

Basis allows advertisers to tap into a wide variety of pDOOH inventory. This inventory is available through private marketplaces (PMPs), meaning that advertisers get priority access to high-performing and high-demand inventory when purchasing DOOH inventory programmatically.

Quick Tip:

Check out the PMP deals card in Basis for a selected deal to view CPM, supported formats (display, video), ad specs, creative requirements, and more!

RETAIL

Convenience Stores
Dispensaries
Gas Stations
Grocery
Liquor Stores
Malls

TRANSIT

Airports
Buses
Subway
Taxi & Rideshare Tops
Taxi & Rideshare TV
Train Stations

OUTDOOR

Billboards
Bus Shelters
Urban Panels

POINT OF CARE

Doctors' Offices
Veterinary Offices

OFFICE BUILDINGS

EDUCATION

Schools
Colleges
Universities

HEALTH & BEAUTY

Gyms
Salons

ENTERTAINMENT

Bars
Casual Dining
Hotels
Movie Theaters
Quick Service Restaurants
Recreational Locations

GOVERNMENT

DMVs

DOOH Targeting Opportunities

Advertisers can target their DOOH ads to connect with one-to-many audiences in meaningful ways. Just remember to not apply too many targeting parameters, as this can limit scale.

Type of Targeting	Contextual	Location	Audience	Dayparting
Description	Choose venue types that allow you to reach target audience(s) in strategic moments.	Narrow by designated market areas (DMAs), zip codes, states, or point of interest (POI).	Target specific audience segments created based on available location data.	Only send bid requests during certain days and/or hours to better reach your target audience(s).
Examples	<p>An energy drink brand could bid within the PMPs “Gyms,” “Gas Stations,” and “Convenience Stores.”</p> <p>A makeup brand might focus on the PMPs “Colleges & Universities,” “Salons,” and “Malls.”</p>	<p>A retailer could target screens within a certain distance of their store’s brick-and-mortar location.</p> <p>A ticket company might target screens within a three-mile radius of a stadium to promote an upcoming concert.</p>	<p>An automotive brand might target the segment “near term auto intender.”</p> <p>A pet food company might target the audience segment “Animal Shelters and Human Societies.”</p>	<p>A quick service restaurant (QSR) might set their campaign up to run ads only during lunchtime.</p> <p>A bar might use dayparting to target their ads at the end of the week or during the weekend.</p>

Measuring Your DOOH Campaign

Given its one-to-many nature, advertisers might wonder: What measurement solutions are possible for digital out-of-home? Recent advancements in location technology have significantly improved the measurability of DOOH ads, allowing advertisers to analyze factors such as the time and location an ad was displayed, the proximity of the audience, and actions taken by people who were most likely exposed to the ad.

Within Basis, DOOH advertisers can view metrics like impressions and ad-spots (the number of times an ad has been served), as well as a variety of derived metrics. Impressions are calculated using an impression multiplier that is based upon audited statistics provided by analytics vendors such as Nielsen and GeoPath. And since Basis is an omnichannel media platform, users can measure the impact of their DOOH ad spend within the larger context of their omnichannel campaigns (buh bye, manual workflows and numerous sign-ons!)



What to DOOH Next

This may be the end of the guide, but the digital out-of-home opportunity is just emerging. Case in point: The global DOOH market was valued at **\$18.80 billion** in 2022 and is **forecast to reach \$58.67 billion** by 2030. That's an increase of **more than 212%**.¹⁵

With all the benefits that DOOH advertising brings to the table—not to mention, the power of real-time bidding and automation offered by programmatic DOOH—it's no surprise that investment in the channel is building steadily. For advertisers looking to leverage context to connect with audiences in moments that matter, digital out-of-home just makes sense.

So if you were looking for a sign to include DOOH in your marketing mix...



¹⁵ <https://www.globenewswire.com/news-release/2023/03/16/2628269/0/en/Digital-out-of-home-DOOH-Market-is-projected-to-Rreach-US-58-67-Billion-by-2030-at-a-CAGR-of-11-6-during-the-forecast-period-2023-2030-Data-By-Contrive-Datum-Insights.html#klue-view-617888>



**Make a lasting impression with
digital out-of-home advertising.**

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