

Mobile and prOOH

VIOOH

Why mobile and prOOH?

Programmatic out of home (prOOH) is now being bought on the same platform as other digital media channels. This means that multi-channel campaigns can now easily and holistically be planned using the same audience data across all mediums for greater accuracies and synergies, creating the ultimate brand experience.

Mobile and prOOH are two advertising mediums that work extremely well together, combining the best features of both to create campaigns that are more targeted and experiential than ever before.

Programmatic OOH with its high-impact, broadcast, flexibility and trigger-based creatives



Mobile ads, with their one-to-one audience reach, granular datasets and ability for users to take direct action within the ad



Brands can target audiences in a more effective way, with a plethora of performance-led metrics available to them.

We already know these mediums work well together: according to research conducted by Outsmart, audiences are 17% more likely to activate a mobile ad when they have viewed the OOH ad first. And according to our State of the Nation research (2020), 55% of agencies and advertisers stated that programmatic OOH is important for performance-led campaigns.

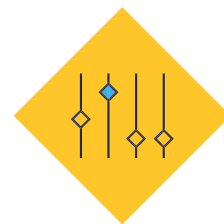
How can mobile be integrated into a prOOH campaign?



Pre-campaign

Planning and audience segmentation

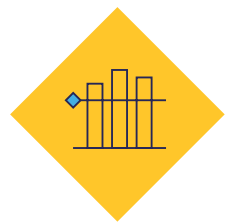
Mobile datasets can be used to surface audiences to target: identifying desirable audiences and using geotagging to serve a prOOH campaign to a screen when the desirable user is in close proximity.



During / mid-campaign

Measurable actions

- Click-throughs
- Use of special promo/ QR codes
- Extended reality for a deeper brand experience
- The ability to track the number of users who followed the code in a personal device



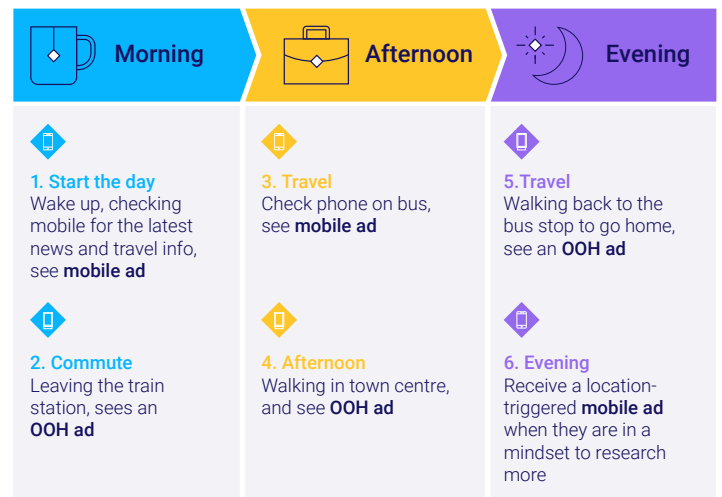
Post-campaign

Granular metrics

- Mobile browser activity, web-traffic increase and app downloads
- Evaluation of footfall via geofencing e.g. driving in-store visits

User journey

Here's what a typical user journey might look like, with mobile and prOOH ads served to hit at specific points of the day.



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What are the benefits to advertisers of creating an integrated mobile and prOOH campaign?

- ◆ It enhances other digital channels - creating efficiencies and in-campaign optimisation
- ◆ Enables performance-driven metrics to measure campaign success
- ◆ Delivers the ultimate brand experience
- ◆ One audience across channels for holistic campaign planning

How can VIOOH help me plan a mobile and prOOH campaign?

At VIOOH, one of our unique capabilities is that we're connected with 32 DSPs globally and counting.

A number of these DSPs specialise in offering multichannel strategies, some with a particular focus on delivering mobile and prOOH campaigns together, including:

PLATFORM 161

scoota.

SAGE + ARCHER

Splicky
Smooth Mobile Advertising

TABMO
CREATIVE MOBILE DSP

S4M

If you're interested in learning more about how we can help you plan your campaign, get in touch with our team today.

Mobile and prOOH in action

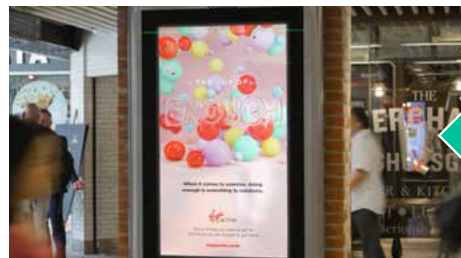
Sony Playstation utilised mobile data segmentation to identify and deliver prOOH ads to mobile users identifying as console gamers in a campaign to promote their latest game, Ghost of Tsushima. Due to the highly optimised audience reach,

4 weeks after the game's release, 66% of Sony Playstation's full year sales objective was reached!



The world's first DOOH campaign to target mobile audiences

Virgin Active utilised a combined mobile and programmatic OOH approach to create a campaign with multiple retargeting touchpoints across a user's day, with similar creative used across channels for a unified messaging and brand experience for audiences. **This campaign saw excellent results, with a 0.4% uplift in footfall, and audiences 2.3x more likely to visit Virgin Gyms when exposed to the campaign.**



Using DOOH and mobile retargeted ads to drive footfall

To read more about these and other case studies in full detail, visit our website: www.viooh.com/case-study