

Audience & targeting strategies for digital out-of-home



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Audience-based buying for DOOH

The ability to use audience data for out-of-home is still relatively new. Historically, out-of-home (OOH) media has been purchased based on geographical factors, such as zip codes, proximity to store locations and heavily trafficked areas.

With the addition of technology and data, however, you now have a different and more sophisticated means of buying OOH. Leveraging the advanced data sources available today, brands can dive deeper to understand behavioral trends and consumer movement patterns – and ultimately activate digital screens at the right times and places to reach their desired audiences as they move throughout the day.

This playbook outlines the array of audience and targeting solutions at your disposal today when it comes to digital out-of-home (DOOH) – sharing both examples and best practices along the way.



“The out-of-home industry has been going through a media revolution over the past few years and is set to evolve more rapidly than ever. The combination of data, creativity, innovation, engagement, mobile convergence and developments on digital and interactive platforms, has given advertisers new and exciting ways to reach targeted consumers.”

Marketing Interactive

Speak to your world, not the whole world

Crafting a standout campaign in the real world hinges on nailing the who, where and when.

Precision in audience, location and timing transforms your campaign from background noise to a memorable encounter.



From movement to media

How can you pinpoint where your audience will be and when? It's all in the data.

Similar to cookies for online media, DOOH uses location data to learn how your audience moves through the real world.



Not all data is created equal

Category	Source	Accuracy	Precision	Passiveness	Scale
Carrier	Every time a consumer's phone is connected to the network (any text, call or internet use)	✓	X	✓	☆
GPS	From apps where consumers opt in to allow access to their locations information	✓	✓	✓	✓
Bid Request	Where a consumer is using a mobile app and has location services turned on while seeing an ad in an app	X	—	X	X
Beacon	Uses bluetooth technology to scan devices within 10-100 feet; requires users to have BT turned on and visible	☆	☆	—	X

— N/A X Low ✓ Good ☆ Excellent

Respecting privacy

OOH is a mass medium, reaching groups at a time. GPS data, arguably the best available source of location data – at the aggregate level – is most commonly used to analyze consumer movement patterns for DOOH targeting.

It's all in a day's journey



6 A.M. COFFEE SHOP



7:30 A.M. TRAIN STATION



5:30 P.M. GYM



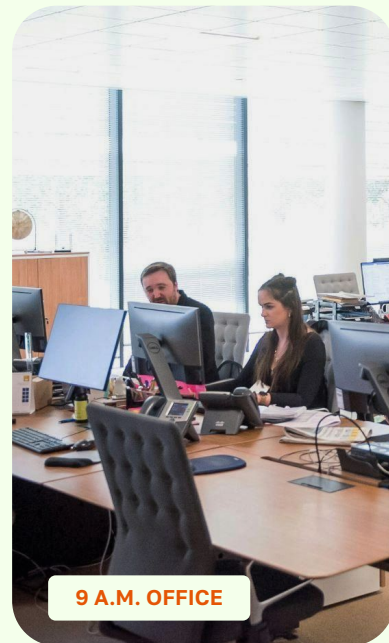
7 P.M. BAR



9 P.M. TRAIN STATION

Consider the daily journey of public transit commuters - morning train rides, office hours, evening unwind at a bar.

Understanding these patterns allows you to launch your ads precisely where and when they'll make the biggest impact - and nowhere (or when) that it won't.



9 A.M. OFFICE

Precise planning, in action



Maximize ROI: Your ads only run where they will most efficiently reach your audience, eliminating wasted media spend.



Many contexts, major impact: Reaching your targets across a variety of venue types integrates your message into many moments throughout their day.



Your strategy on any channel: Apply the audiences strategies that work best for your brand's omnichannel programs, now in DOOH.

Targeting tactics

DOOH allows you to hit the bullseye every time with tailored content based on location, time, weather and more.

Time of Day or
Day of Week



Point Radius
(Distance around POIs)



Geography
(Zip codes; DMAs)



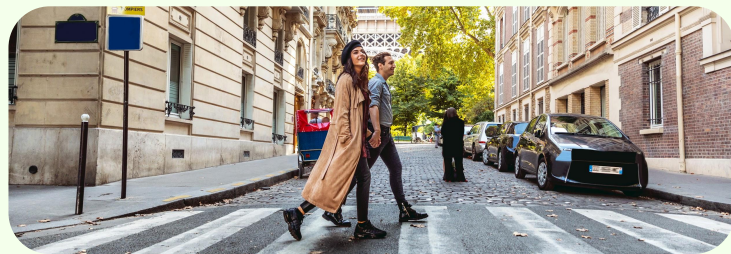
Weather Triggers
(Local conditions)



Dynamic
(Real-time creative)



Find your people...



...whoever they are, wherever they roam

Get the “who” exactly right

Engage your audience on a more personal level. DOOH not only gives you the power to understand routines, habits, and lifestyles; it allows you to target your audiences based on the essence of their persona.

So, what does this mean? You have the power to shape someone’s day based on who they are and what they love.

Whether you aim to engage loyal customers, win over your competitors’ consumers, or target fans of your products, you can apply the same audience strategies you use in other channels to your DOOH campaigns.



Demographic

i.e: Age, gender, education, employment status, occupation



Purchase History

i.e: Retail, computers, pet supplies, jewelry



Brand Affinities

i.e: Ford, McDonald’s, Best Buy, Walgreens



Lifestyle/Interests

i.e: Music enthusiasts, foodies, luxury shoppers, frequent travelers



Frequent Visits

i.e: AMC theaters, Starbucks, AutoZone



Household

i.e: Income level, number of people in household

Use your own data

Safely ingest the consumer data you own (also known as first-party data) and transfer it into audience segments to safely reach your consumers as well as people who move similarly to your current customers, out there in the world.

Combine CRM data with financial data to identify ideal audiences for an upcoming product launch

Promote loyalty or referral programs to your most frequent shoppers

Engage customers reaching the end of a product lifecycle and are likely to be ready for an upgrade

Use transaction data to target frequent shoppers of a large retailer with personalized offers

Retarget consumers on mobile with savings and promotions to keep them engaged

Locate & connect...



...to reach your crowd right there

Get the “where” exactly right

Connect in the places that matter. With DOOH, you can map campaigns to locations that have significance to your audience’s journey.

Your brand shows up at the perfect moment, turning everyday locations into opportunities for engagement.

Whether it’s drawing customers into stores, intercepting competitor traffic, or being present in valued community spaces, our location-based targeting ensures your message lands right, every time.



Proximity: Pre-defined POIs



Proximity: Proprietary POIs



General Geotargeting

Sizzling Success: Jack in the Box's DOOH Campaign Delivers 8.8% Lift in Foot Traffic

Jack in the Box, alongside its agency Posterscope, set out to spark excitement for its mouthwatering innovation, the Cheddar Loaded Cheeseburger while drawing hungry diners to its restaurant locations. To achieve these goals, Jack in the Box turned to Vistar Media to craft a precisely tailored DOOH campaign.

MALLS

BILLBOARDS

GYMS

BARs

DISPENSARIES

GAS STATIONS

URBAN PANELS

PROXIMITY TARGETING

COMPETITIVE CONQUESTING



“

We are thrilled with the results from this campaign and felt that DOOH drove traffic into our locations during a key time period, plus helped us reach key sales objectives.”

Jaime Ogus Senior Regional Marketing Manager | *Jack in the Box*



49M+

DOOH Impressions

+8.8%

Lift in Foot Traffic

1.3M+

Store Visits

When it rains...



...or shines
fogs
freezes
heats up
snows
or makes you sneeze

Weather targeting

The weather isn't just a small-talk topic; it's a silent influencer in our choices and attitudes as consumers.

With weather triggers, you can respond in real-time to weather conditions and capitalize on their impact on your audience's behavior.



Weather targeting categories

Matching your ad creatives with the right weather helps your ads feel like a natural part of the surroundings, and lets you speak with direct relevance to the moment.

Weather

Activate creative where specific weather conditions are present in real-time to serve more contextually relevant creative.

Product

We know certain weather patterns drive incremental sales. For example, if it's a hot day, people are more likely to go get ice cream, or buy sunscreen.

Activity

The weather affects us all in unexpected ways. Did you know car sales go up during sunny, warm days?

Rain-or-Shine Revolution: UGG's DOOH Campaign Boosts Purchase Intent by 6%



**The Drum Awards
Digital Advertising**

Finalist 2022



Why follow trends when you can set them?

UGG activated a month-long campaign to enhance awareness, consideration and purchase intent for the new rain-or-shine collection.

Harnessing Vistar's programmatic technology, the digital out-of-home campaign unfolded across diverse venues – from taxis and rideshares to urban panels and billboards – spanning nine distinct media owner networks.

Journey to success

WEATHER TRIGGERS

PROXIMITY TARGETING

CELEBRITY CREATIVES

DEVICE-ID PASSBACK

“Partnering with Vistar Media on our digital out-of-home efforts allowed us to leverage both location and weather-based targeting—ensuring that our Rain campaign was seen by our target audience when they were more likely to be in-market for rain products.

We were very pleased to see not only a lift in awareness but also lift in consideration and purchase intent.”

Michelle Hernandez

Director of Omni Digital Marketing | UGG



+7%

Lift in Awareness

+6%

Lift in Consideration

+6%

Lift in Purchase
Intent

Defining your strategy

We've explained how audience targeting works for digital out-of-home as well as the different data types and strategies available.

So, how can YOU as a marketer put this into practice?

Here are the steps we recommend taking.

- ☐ **Think about what you're trying to achieve.**
Are you trying to target an audience based on the type of person they are, or conquest against your competitors? Does this strategy translate to reaching a specific audience, or proximity targeting a specific list of locations?
- ☐ **Determine the type of targeting you want to leverage.**
What audience targeting strategies are you employing across your other media channels? Will you be building audiences based on behavior, first-party or third-party data?
- ☐ **Think about the types of locations your audience will visit.**
Contextual relevance is key for DOOH. If you are targeting a specific audience, you'll want to think about the venue types this persona spends time in and around.
- ☐ **Determine where you want to activate media.**
Are you executing a national campaign or drilling down to specific markets? Vistar enables you to do both – at scale.



Working

with Vistar Media

Vistar Media is the home of out-of-home.

OOH campaigns inform, entertain, attract - and they can change the course of someone's afternoon.

At Vistar Media, we facilitate that serendipity hundreds of thousands of times a day.

We built the first truly intelligent platform for OOH.

Demand-Side Platform

Vistar's DSP connects marketers to the largest network of ad space in OOH.

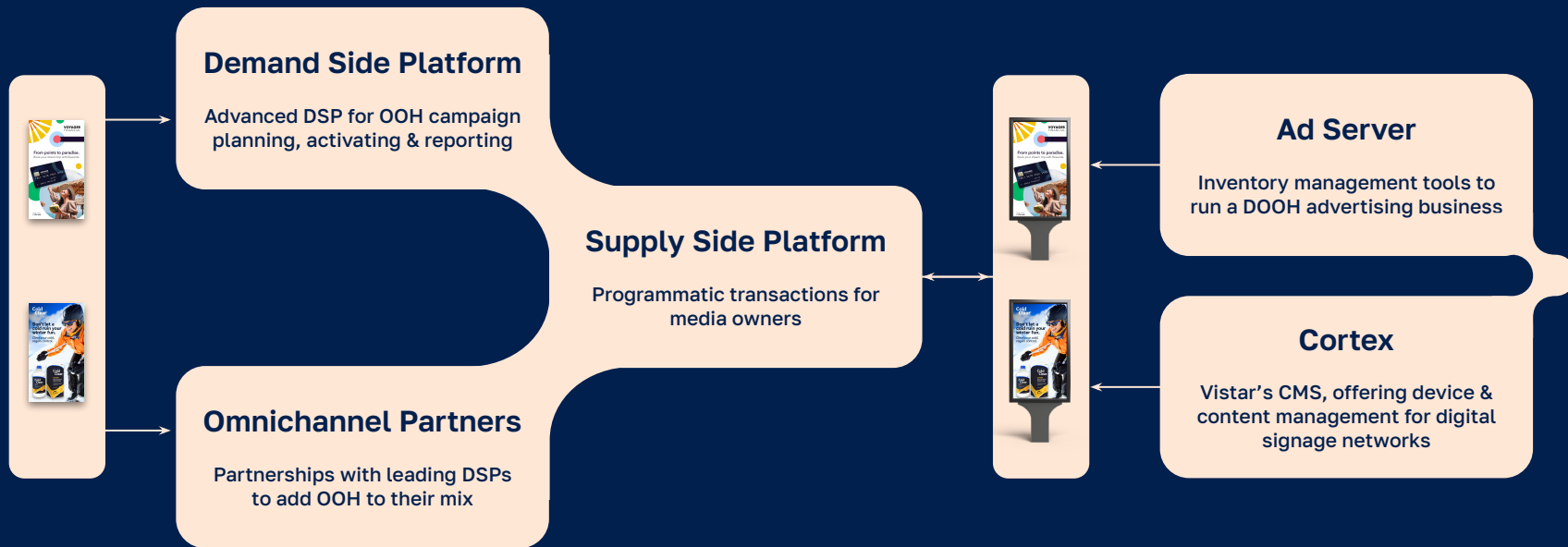
Built to power the programmatic DOOH ecosystem, today it's used by marketers to launch campaigns that leverage hyper-contextual storytelling to capture a better kind attention.

Supply-Side Platform

Vistar's SSP brings automation to physical ad space in order to make OOH bidding and buying more efficient to marketers at scale.

OOH thrives on breadth and ability to make a campaign part of the physical world; with Vistar, buyers can focus on generating moments of serendipity and discovery that don't just create a positive impression, but genuinely lead to action.

And solutions to enhance the entire OOH ecosystem.



A programmatic marketplace, bringing data-driven OOH campaigns to life.

Enterprise tech to run sophisticated networks of digital screens.

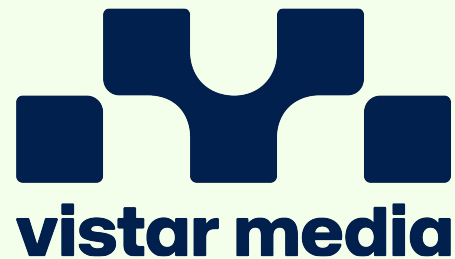
Connect with your audiences...



...in any moment,
on every screen
out there.



We'll see you out there.



**For more information on
Vistar Media and DOOH,
visit www.vistarmedia.com**

