

The ultimate guide to digital out-of-home



Table of contents

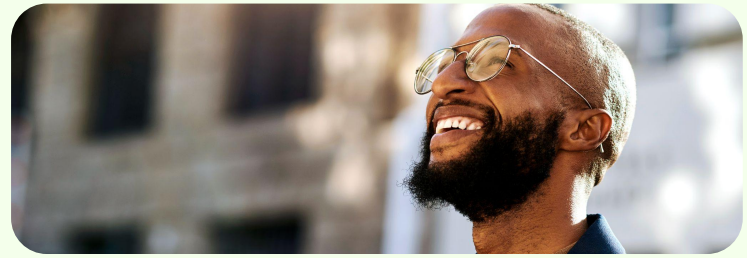
- 1 What is DOOH?
 - 1.1 The definition of DOOH
 - 1.2 From traditional to digital
 - 1.3 By the numbers
- 2 The fundamentals of DOOH
 - 2.1 Venue types
 - 2.2 How to access DOOH
 - 2.3 Programmatic DOOH
- 3 Planning a DOOH campaign
 - 3.1 Targeting strategies
 - 3.2 Creative strategies
- 4 Measuring a DOOH campaign
 - 4.1 Brand studies
 - 4.2 Traffic studies
 - 4.3 Online conversion metrics
 - 4.4 Sales lift studies



What is

digital out-of-home?

Digital out-of-home is...



...a powerful advertising channel that combines the impact of traditional out-of-home advertising with today's digital capabilities.

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

From traditional to digital signage

DOOH advertising has emerged as a powerhouse within the advertising landscape, captivating audiences and transforming the way brands connect with consumers. The meteoric rise of DOOH is thanks to its ability to attract and delight, as evidenced by an impressive 84% ad recall rate, surpassing many other advertising channels.

While traditional out-of-home (OOH) still holds its ground for impactful, brand boosting campaigns, DOOH takes the lead when it comes to delivering more targeted and measurable results.



Traditional



Always on | Eye-catching | Long-term

Digital



Data-driven | Real-time | Quick activations

By the numbers

The DOOH market is growing rapidly, bringing with it a host of new formats and opportunities for marketers.

11.5%

projected growth
in 2025

24%

increase in brand
trust

61%

view billboard ads
favorably

65%

of viewers take
action

74%

of total OOH ad
spend by 2027

84%

recall on
out-of-home ads

85%

find OOH ads
useful

107%

increase in consumer
perception

272%

improvement in
customer loyalty

A vibrant street scene in a European city, likely Strasbourg, France, characterized by its colorful half-timbered and stone buildings. The street is lined with trees, and a clear blue sky is visible in the background. The scene is bright and sunny, with a warm glow from the top of the frame. The text "The fundamentals" is overlaid on an orange speech bubble in the upper left. The text "of" is overlaid on an orange speech bubble in the upper right. The text "DOOH advertising" is overlaid on a large orange speech bubble in the center.

The fundamentals

of

DOOH advertising

DOOH venue types

One of the best parts of DOOH is that it creates the perfect balance between captivating your audience without feeling invasive. They work because, when done right, they're ads that don't feel like ads.

It achieves this through a diverse range of screens, so that an ad can either adapt to the surroundings or grab attention, depending on its goal. The different screens are categorized into three venue types: Large format, place-based and point of purchase.



Large Format



Place-Based Media



Point of Purchase

Large format

Large format DOOH screens can come in various shapes and sizes, ranging from large LED billboards along highways to oversized screens in city centers, shopping malls, and transportation hubs.

These larger-than-life screens have the power to create memorable moments and leave a lasting impression on your audience.

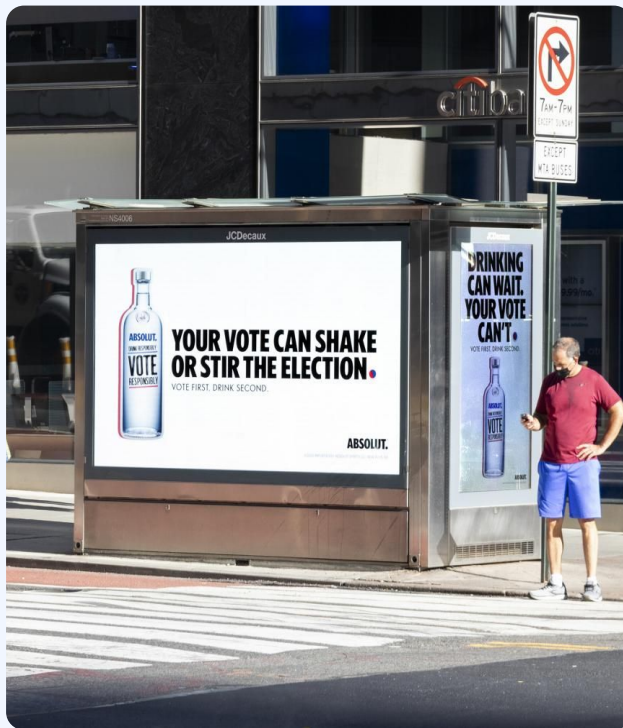


LARGE FORMAT

Premium street level

Street-level screens are strategically placed in urban environments. These screens are designed to capture the attention of people passing by, engaging them with dynamic and targeted content.

Street level DOOH screens can take various forms, including digital billboards, interactive kiosks, digital posters and more.



LARGE FORMAT

Transit screens

Strategically placed transit screens cater to commuters and travelers, presenting marketers with a chance to deliver personalized messages to audiences on the move.



Place-based media

Place-based screens become a seamless part of your audience's day by placing your brand where they naturally go without it feeling distracting.

It acts as your brand's storyteller, crafting messages tailored to specific locations when and where it's relevant.

Place-based media includes locations in bars, gas stations, gyms, office buildings and more.

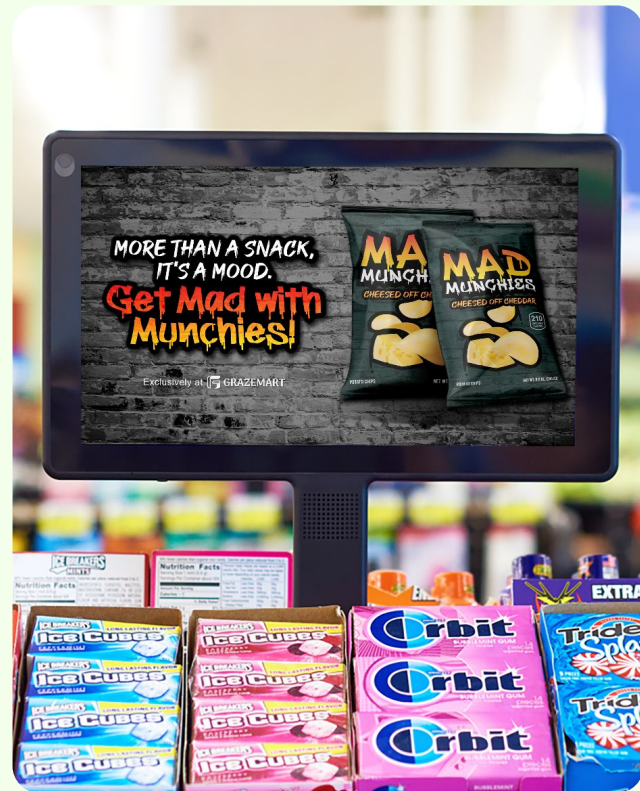


PLACE-BASED

Point of purchase

Influence shoppers at the moment buying decisions are made, at the point of purchase (POP).

Whether in the aisle or at the register, 70% of buying decisions are determined in-store. With every ad, your brand's narrative unfolds at this critical moment, tipping the scales in your favor.



How to access DOOH

There are two ways to access DOOH inventory programmatically

Open exchange

- Use **programmatic advertising** to access to scale across all inventory types
- Best application of an audience-based buying strategy
- Great for extending your strategies across mobile and other channels
- Full transparency by media owner & lat/long & ability to include/exclude by media owner
- Include multiple/all media owners within a category without additional setup work

Private marketplace

1:1

- Priority access to high-demand inventory
- Great for choosing specific placements that fit your campaign goals
- POPs available from select media owners

1:Many

- Pre-packaged deals that don't require negotiations
- Great for buying custom packages of inventory put together by media owners
- Access to select inventory not available on the open exchange

Programmatic advertising

Programmatic DOOH combines the strengths of offline and online advertising strategies by leveraging technology to automate the buying and placement of DOOH ads.

Enhanced targeting allows you to reach audiences at key moments, increasing brand exposure through stunning creatives and contextual relevance. By avoiding the time it takes to contact each media owner, you're guaranteed fast campaign launches, keeping up with today's fast-paced consumer environment.

If you're seeking a strategic and engaging brand journey, programmatic DOOH is the go-to solution.



Enhanced targeting capabilities



High brand exposure



Fast campaign launches



Real-time optimization



More creative opportunities



Reliable metrics

Top benefits

Programmatic DOOH is a powerful advertising tactic. From precise targeting to real-time optimization, its topline benefits redefine how brands connect with audiences.

Higher brand exposure

When you combine stunning creatives with contextual relevance, your branding is noticed and remembered by more consumers.



Quick turnarounds

Need to roll out an ad campaign ASAP? No worries. You can upload, schedule, and launch your campaign within the same day.

Real-time optimization

Monitor performance and analyze data on the fly so you can tweak messaging, adjust creative elements, and fine-tune targeting as the campaign runs.

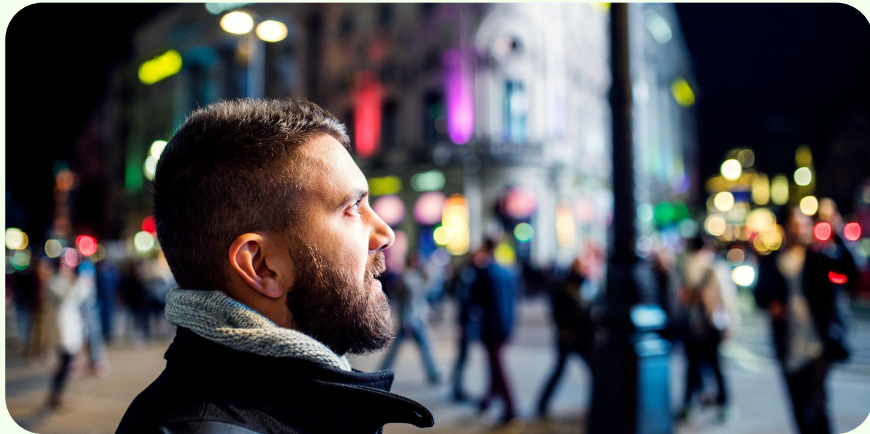


A nighttime photograph of a city skyline. In the foreground, a bridge with a stone railing leads towards the city. To the left, a multi-lane road shows long, horizontal light trails from cars, with reds and yellows being most prominent. The background is filled with several tall skyscrapers, their windows glowing with warm yellow and orange light. The sky is a deep, dark blue with some wispy clouds. A small, illuminated tower with a purple and blue glow is visible in the distance between the bridge and the main cluster of buildings.

Planning

a DOOH campaign

It's starts
with
location...



...and ends with
beautiful, relevant
creatives

Targeting strategies



Launching a successful campaign lies in knowing where your audience will be and when. This is possible by partnering with a DSP that uses location data to analyze consumer movement patterns and create audiences based on the places they visit.

You can use that location data to create the movement patterns of audiences based on a variety of data sources.

It's all in a day's journey



6 A.M. COFFEE SHOP



7:30 A.M. TRAIN STATION



5:30 P.M. GYM



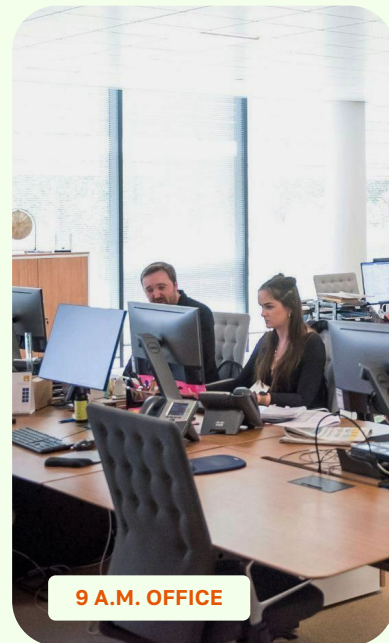
7 P.M. BAR



9 P.M. TRAIN STATION

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

DOOH allows you to understand these patterns and automates displaying 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



Geography
(Zip codes; DMAs)



Point Radius
(Distance around POIs)



Weather Triggers
(Local conditions)



Dynamic
(Real-time creative)



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.

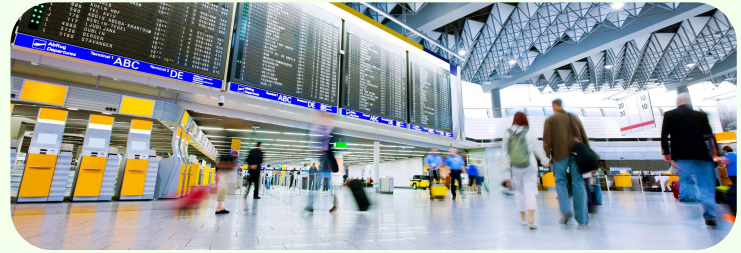
Combine CRM data with financial data to identify ideal audiences for an upcoming product launch

Promote loyalty or referral programs to your most frequent shoppers

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

**Take OOH into other
channels...**



**...with
retargeting
strategies to
speak to your
audience
everywhere**

DOOH meets mobile retargeting

Bridge your OOH ads with your audience's digital world. Use the device IDs of consumers exposed to your OOH campaign for use in retargeting across diverse channels such as TV, online and social media.

Your brand stays aligned with your audience's digital footprint, making every encounter of your message a continuation of their OOH experience.



Creative strategies



With DOOH, marketers can adapt their messaging in real-time, ensuring that the ad remains relevant in any context.

Whether adjusting to specific demographics or even time-sensitive promotions, the versatility of DOOH allows marketers to engage their audience with content that is tailored to maximize impact and relevance.

Dynamic OOH

Serve the most relevant ad content to viewers every time.

With dynamic creative, your ads can seamlessly adapt to the place and the moment, changing messages and images based on data like:

WEATHER

COUNTDOWNS

NEAREST STORE

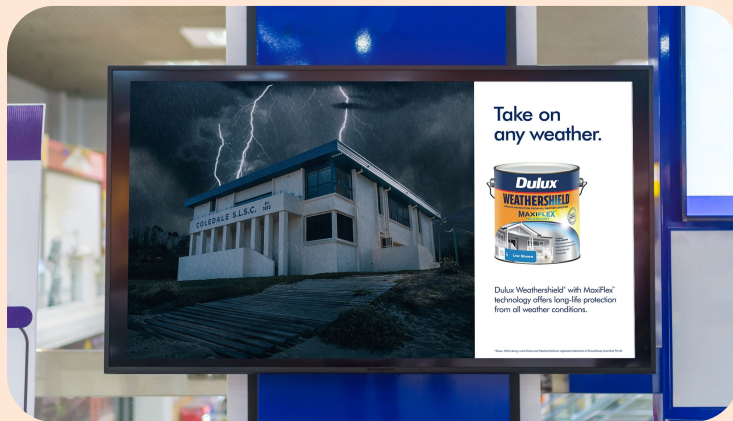
SPORTS SCORES



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 to impact your audience's behavior. Matching your ad creatives with the right weather helps your ads feel like a natural part of the surroundings.



Video in out-of-home

Movement can draw attention and increase engagement with a DOOH ad. Including video within DOOH creatives can drive greater impact.

However, to avoid viewers missing key information, advertisers should adapt the type of motion based on the average dwell time.

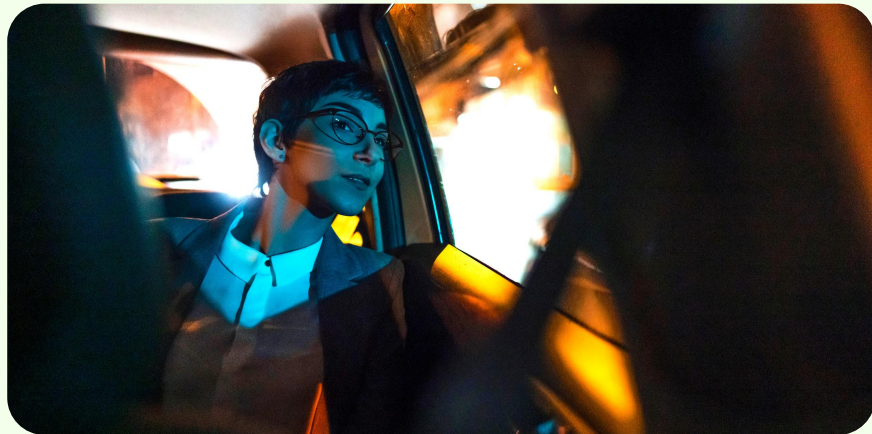
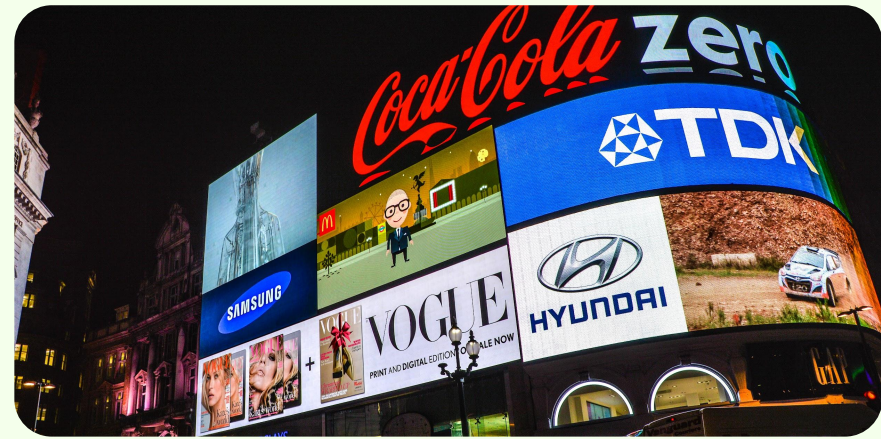


A nighttime photograph of a busy city street, likely in Chicago, featuring tall skyscrapers with illuminated windows and a traffic light intersection. The scene is captured with a long exposure, showing light trails from vehicles. Two orange text boxes are overlaid on the image.

Measuring

a DOOH campaign

Measure results to plan your next move



Evaluating the true ROI of out-of-home media requires two things: pinpointing when and where your ad played and who witnessed it (exposure), and understanding how that exposure translates into real-world actions for your brand.

With a precise view of the real impact of your campaign, you can turn insights into action for informed marketing decisions.

From awareness to your bottom line

While OOH has historically been used as an awareness driver, today the world's leading brands are using it to drive a variety of marketing results across the entire funnel.

DOOH offers a suite of measurement solutions that makes it easier than ever to evaluate the impact of your campaign on consumer behavior by measuring and analyzing how audiences were exposed to your ads.



Let's start from the top!



Brand Study Market Pulse OTS



Brand study

Whether you aim to gauge brand awareness against competitors or understand your consumers' intent to visit your stores, brand studies provide invaluable insights into how your DOOH campaigns impact top-of-funnel results.

Brand studies are particularly effective for evaluating campaigns focused on:

Category Promotions

Product Launches

Brand Sentiment



Awareness



Consideration



Intent



Referral



Favorability



Engagement

Opportunity to See Study (OTS)

The Opportunity to See (OTS) study, similar to a brand study, explores brand metrics such as awareness, consideration and consumer intent.

Unlike a brand study where the test group is based on verified campaign exposure and compared to a control group, in an OTS study, the test group consists of individuals present in the market where your media is running.

This methodology provides insight into the organic impact of your campaigns.



Market pulse study

Get a comprehensive check on your brand's health in the markets where your DOOH campaigns are live with Market Pulse studies.

Dive into demographic breakouts for additional insights, empowering you to make informed decisions about future audience and targeting strategies.

Market Pulse studies help you measure:

Awareness

Consideration

Purchase Intent



From ad exposure to store visits...



...measuring foot traffic



Measuring travel behavior

Through Vistar's partnership with Arrivalist, travel, tourism and hospitality marketers can understand the performance and ROI of their programmatic DOOH campaigns with a detailed view of the entire consumer travel journey.

Ideal for:

Tourism Bureaus

Hotels & Resorts

Airports

Outdoor Attractions

Minimum Budget: \$150K
Minimum Flight: 8 Weeks



**All campaigns must run through a feasibility check to ensure success and maximize results.*



Arrival Rate

Campaign
efficiency



Arrival Lift

Incremental
visitation



Stay Lift

Incremental
duration



Days of Arrival

Time between exposure
and arrival



Origin Markets

Location of media
exposure



Distance to Arrival

Travel time to
visit

Measure how your ads drive foot traffic

Foot traffic studies quantify the lift in visits to your brand's physical locations, so you can understand how your ads influence people to engage in-store and in-person.

Key metrics to measure your campaign's impact include:

Overall Lift in Foot Traffic

Store Visit Rate by Medium

Campaign Store Visit Rate

Store Visit Rate by Venue



From the physical to the digital...



...measuring online conversions

Measuring how DOOH drives digital results

Web conversion studies connect the impact of your OOH campaigns with the digital world, measuring effectiveness across online KPIs.

From web conversions to app downloads and in-app actions, these studies demonstrate how OOH initiatives translate into digital results.



Site-Level Activity

Learn how many consumers are visiting your site after being exposed to DOOH.



Web Conversions

View how many exposed consumers are signing up or making purchases.



In-App Behavior

See in-app metrics, such as lift in activity or orders after DOOH exposure.

How online conversion studies are conducted

Minimum Budget: \$150K

Minimum Flight: 4 weeks

Minimum Impressions: 15M

Min. Sitewide Daily Pixel Fires: 10K

**All campaigns must run through a feasibility check to ensure success and maximize results.*

1. Property pixels are placed throughout your website to identify households that visit your site. An SDK postback is enabled to track in-app events.
2. Reveal Mobile collects exposure data based on Route Waypoints for the campaign and creates a synthetic control group.
3. OOH exposure is matched to household device-level data.
4. Reveal Mobile considers pre/post & control/exposed methodologies.
5. Confidence levels and intervals are calculated based on the sample size, conversion rates and lift to determine statistical significance.

From screens to streams...



...measuring TV tune-ins



TV tune-in measurement

Measure the TV viewership lift generated by your DOOH campaigns. By connecting tune-ins from linear TV with exposures to DOOH media, you can identify opportunities to optimize your future campaigns with verified TV viewership metrics.

Minimum Budget: \$300K

Minimum Flight: 4 Weeks

Minimum Impressions: 25M

**All campaigns must run through a feasibility check to ensure success and maximize results.*



Tune-in Conversions

Effectiveness of DOOH ads in driving viewers to watch live or streamed TV content



Tune-in Reach & Frequency

Unique viewers reached and the frequency of their exposure



Viewership Behavior

Viewership segments of those interacting with your TV content



Venue Type Efficiency

Effectiveness of individual DOOH formats in driving tune-ins

How measuring tune-in works

Activate your DOOH campaign at scale, considering key audiences you intend on reaching with a TV tune-in call-to-action.

Vistar's proprietary technology collects anonymized data of consumers exposed to your DOOH media, passing back exposures to Samba TV for further analysis post-campaign.

Samba TV uses Vistar's exposure data to form an exposed and lookalike control group of unexposed viewers, then analyzes the lift in tune-ins and TV viewing habits driven by your DOOH media.

From impressions to prescriptions...



...measuring pharma results



DOOH pharma measurement

In partnership with Veeva Crossix, Vistar Media enables brands to plan, activate and measure the effectiveness of pharma-DTC and HCP DOOH campaigns. Brands can now understand if their out-of-home media is reaching key consumers with audience quality insights and evaluate incremental HCP/PCP visitations and Rx referrals.

Items to note:

- A feasibility check is required for all campaigns.
- National campaigns recommended.
- Requires a 3 month post-exposure period for analysis before results are available.

VeevaCrossix



Audience quality

Measure if DOOH media reached your target audience based on Rx history and diagnoses.



Conversion category

Track how often consumers converted to your Rx after exposure to DOOH ads.



HCP visitations

Evaluate the role of DOOH ads in driving consumer visits to PCPs and HCPs.

How pharma studies work

Minimum Budget: \$750K

Minimum Flight: 8 weeks

Minimum Impressions: 75M

**All campaigns must run through a feasibility check to ensure success and maximize results.*



Campaign activation

Activate your DOOH campaign at scale, targeting key audiences with a call-to-action.



Verified exposure collection

Vistar's proprietary technology collects anonymized data of consumers exposed to your DOOH media, passing back exposures to Veeva Crossix for further analysis once the campaign ends.



Sample definition

Matching Vistar's exposure data to 12-months of historical health data, Veeva Crossix identifies a matched control audience that is similar to the DOOH exposed audience.



Measurement & analysis of DOOH impact

Veeva Crossix quantifies the impact of OOH on driving individuals to take specific healthcare related actions by using a control vs. exposed methodology. Conversions are then calculated towards the desired health behaviors.

Get to the bottom
line...



...with sales
lift studies



Sales lift for CPG brands

From measuring your campaign's influence on consumer purchase behavior to understanding sales lift across leading U.S. retailers, you can get answers to some of the most pressing questions about your campaign:



What was my overall campaign sales lift?



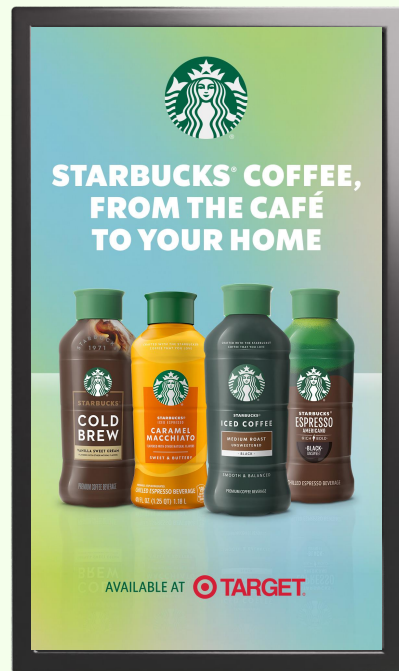
Which products drove the most sales?



Should my campaign be rolled out nationally?



Is my audience spending more per purchase?





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.

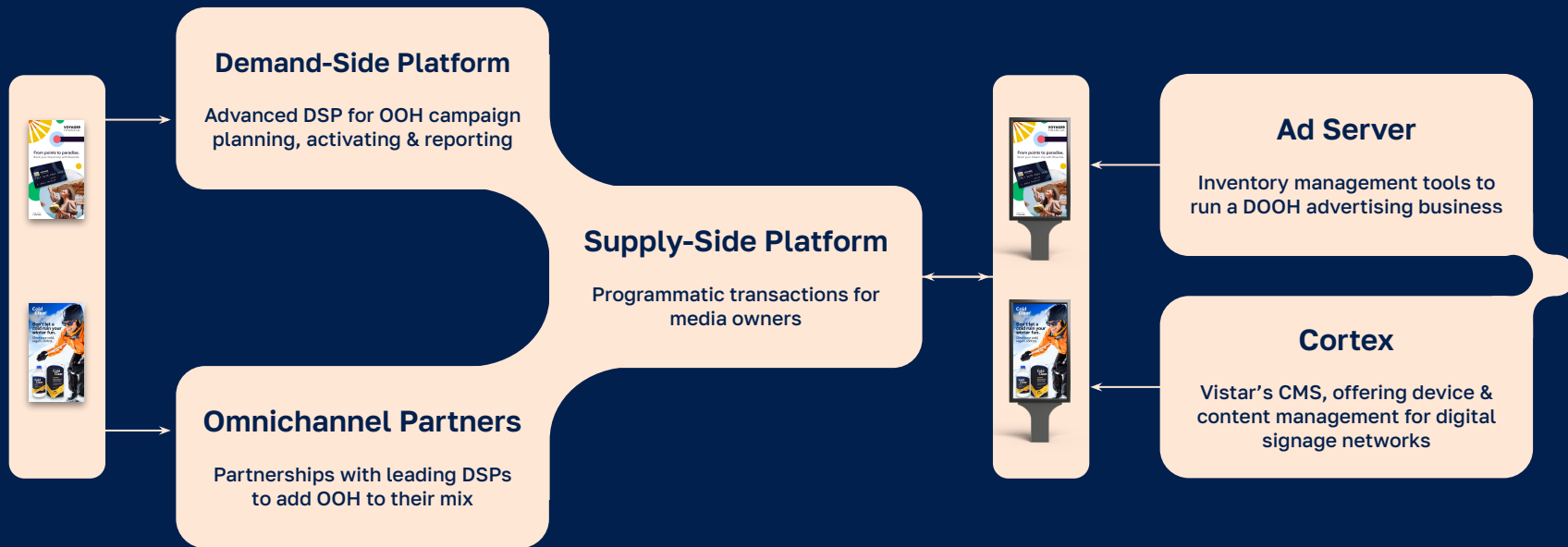
Built to power the programmatic DOOH ecosystem, today it's used by marketers to launch campaigns that leverage hyper-contextual storytelling to capture a better kind attention.

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.

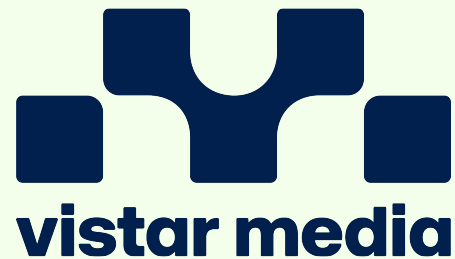
Connect with your audiences...



...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