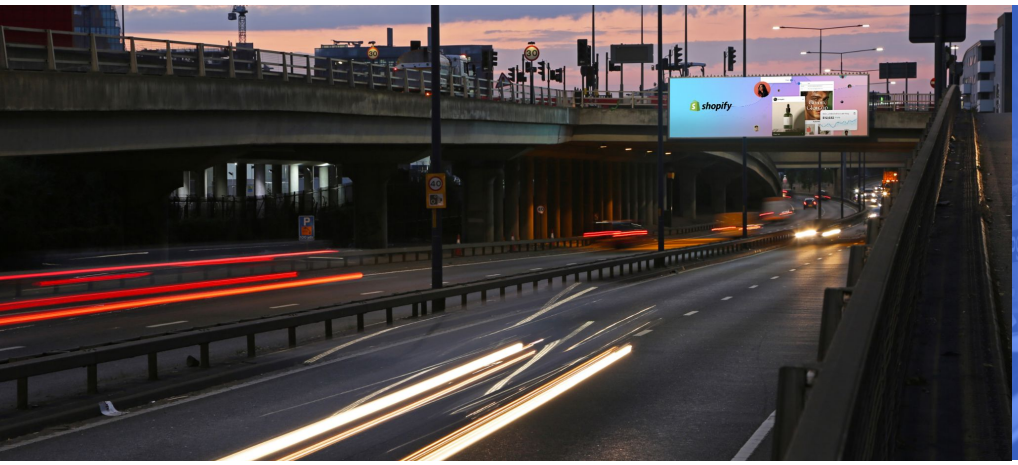
PLACE EXCHANGE
by Broadsign



Selling & Planning DOOH Cheat Sheet

Unique Value of DOOH

- **Audience Engagement:** DOOH reaches consumers in public, non-skippable environments, offering a high-impact complement to mobile and desktop channels.
- **Brand Safety:** DOOH delivers ads in controlled environments, ensuring premium placements with no ad fraud, viewability, or brand safety concerns.
- **Creative Versatility:** Showcase the ability to deliver dynamic, location-based, and contextual creative tailored to specific audiences via both display and video.

Align DOOH with Omnichannel Strategies

- **Integrated Campaigns:** Position DOOH as a complement to mobile, CTV, and social campaigns, creating a holistic brand presence across channels.
- **Retargeting Opportunities:** DOOH exposure can fuel retargeting efforts on mobile or desktop to reinforce messaging and drive lower funnel conversions.
- **Cross-Channel Measurement:** Use unified reporting tools to evaluate the contribution of DOOH alongside other channels.

Leverage Data for Smarter Planning

- **Audience Targeting:** Use data to target specific demographics, behaviors, or locations, ensuring that campaigns align with client goals.
- **Contextual Triggers:** Implement data-driven triggers such as weather or time-of-day to enhance relevance and engagement.
- **Proximity Targeting:** Focus on reaching audiences near key locations, like stores, events, or high-traffic areas.

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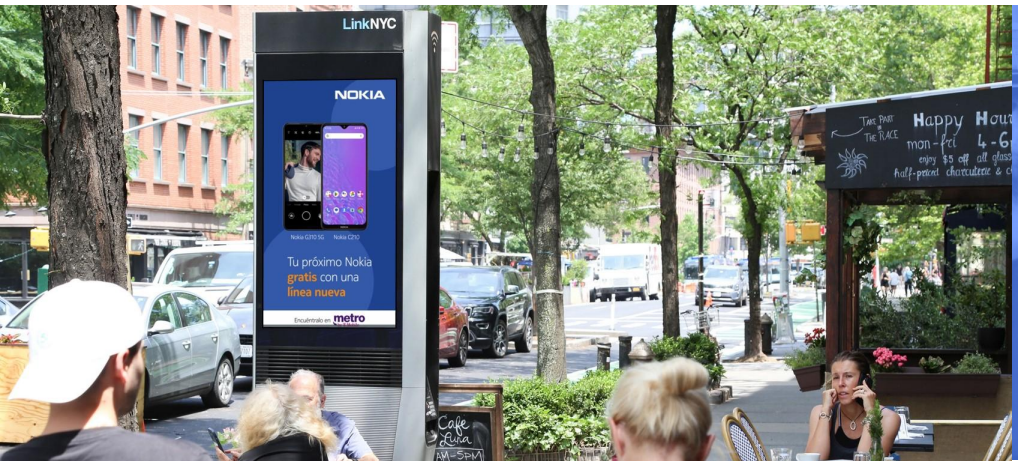

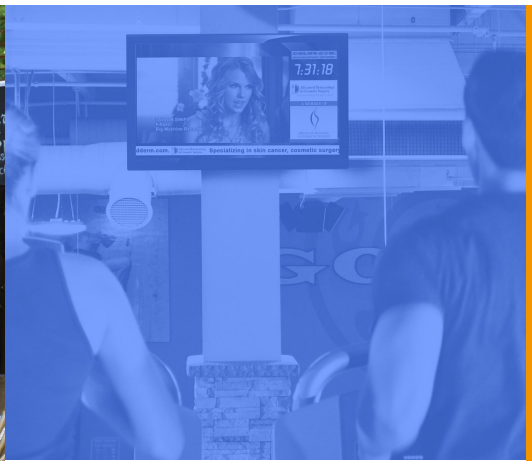

Educate on DOOH-Specific Considerations

- **Flighting:** DOOH campaigns may need longer flight periods to build sufficient audience exposure.
- **Budget:** Set realistic budget thresholds to ensure meaningful reach and frequency for a particular geography, especially if measuring impact with tools like brand lift studies or footfall attribution.
- **1:many:** OOH has a unique one to many ad delivery, resulting in a single ad play resulting in a multitude of impressions

Be Strategic with Programmatic Buying Formats

- **Programmatic vs. Direct:** Explain the benefits of programmatic DOOH for flexibility and real-time optimization versus rigid direct buys with fixed placements.
- **PMP Deals:** Recommend PMP deals for clients looking for more control, priority, and pricing efficiencies over the open market.

Use Dynamic Creative & High-impact Designs

- **Dynamic Creative:** Educate clients on the power of real-time creative updates including real-time data (i.e. weather, directions, distance, offers, sports data, etc.)
- **Localization:** Tailor messages to local audiences for a more personal and impactful connection.
- **Engaging Formats:** Encourage clients to invest in bold, visually striking designs that are easy to digest in seconds.

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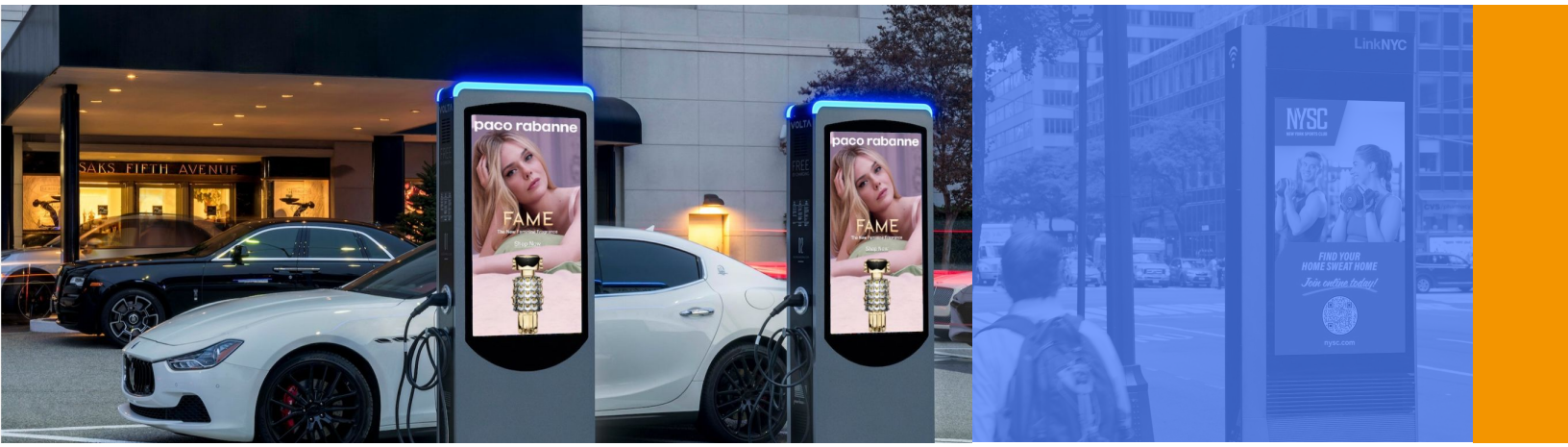

Stay Transparent on Costs

- **No Hidden Fees:** Reassure clients that the DSP is passing inventory costs transparently, without unnecessary markups.
- **CPM Considerations:** Educate clients about how DOOH CPMs compare to other channels and the value they deliver in terms of impact and reach.

Prioritize Measurement and Reporting

- **Set Clear Objectives:** Whether it's brand awareness, foot traffic, or sales lift, establish KPIs at the outset to measure success.
- **Leverage Advanced Measurement:** Discuss options like mobile location data for footfall attribution, brand lift studies, or pixel-based measurement for online conversions.

Be a Strategic Partner

- **Proactive Recommendations:** Offer insights into emerging trends, high-impact locations, or unique opportunities for client industries.
- **Ongoing Support:** Provide guidance and optimizations during the campaign to ensure success.
- **Post-Campaign Learnings:** Share actionable takeaways that can inform future campaigns across all channels.