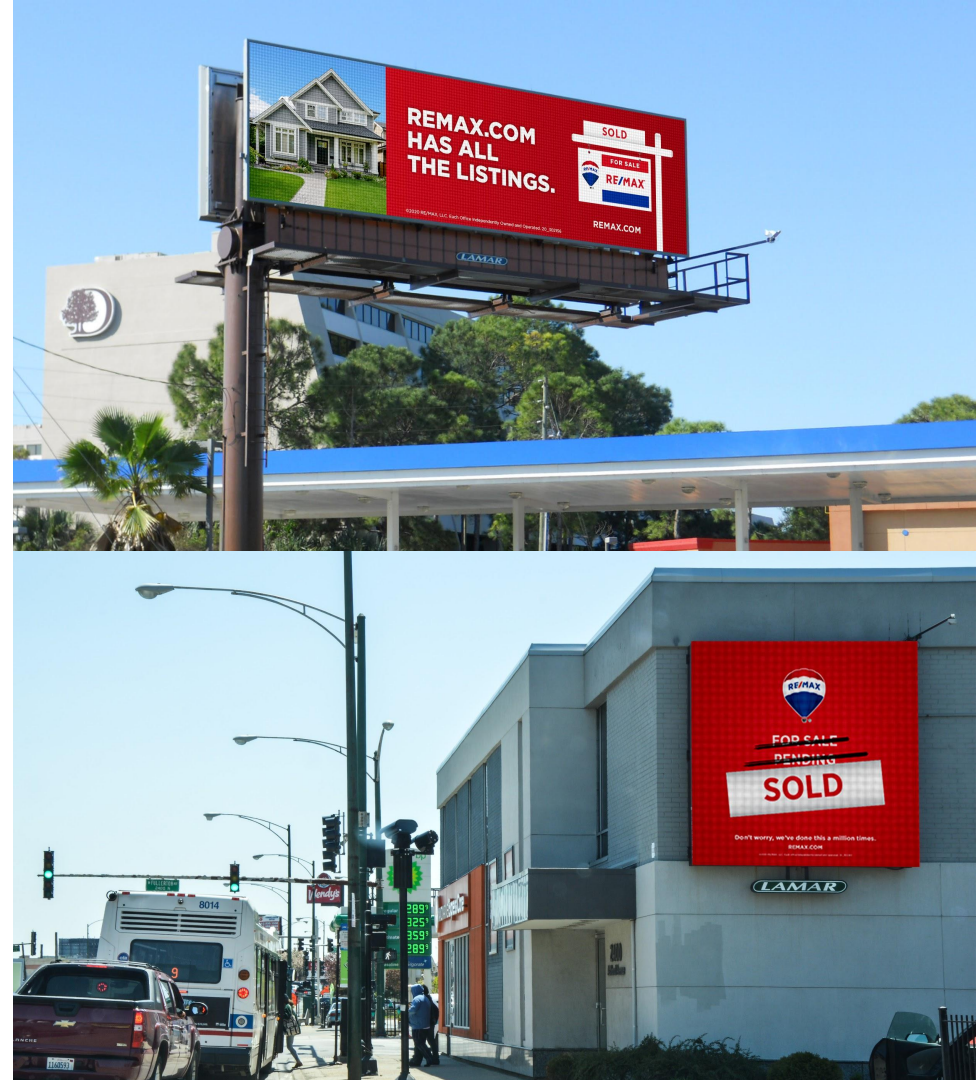# Merkle M1 Audience Targeting in OOH

Dentsu Aegis' Posterscope looked to prove the ease and effectiveness of targeting **Merkle's M1** proprietary audiences on programmatic OOH media through Place Exchange, as well as measure OOH's lower-funnel performance.

Posterscope selected the relevant target M1 audience for leading real estate franchise **RE/MAX**, and working with Place Exchange, identified OOH screens that over-indexed against *new-home-intenders* audience segment, as well as under-indexing screens to provide a controlled comparison.
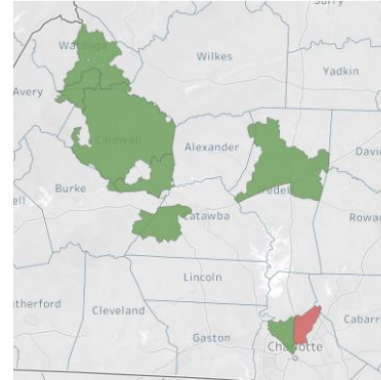
M1 Audience Targeting in OOH: Methodology

Posterscope and Place Exchange set up a controlled **A/B test campaign** for RE/MAX by separately grouping OOH screens that over-indexed and under-indexed on the target M1 audience segments for the client.
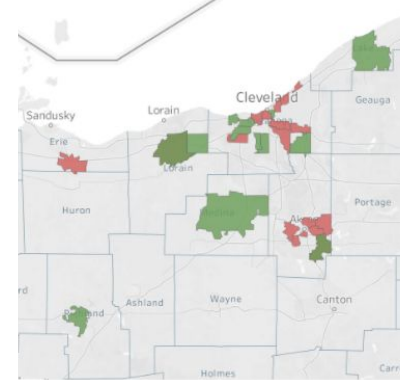
Place Exchange ran programmatic OOH media and leveraged its patented IP to enable deterministic measurement of online actions (site visits, real estate searches) to track device-level conversions resulting from consumer exposure to the OOH campaign.
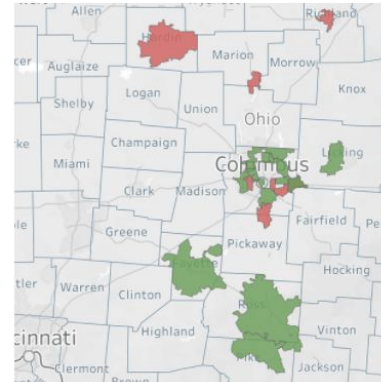
Campaign Markets

Charlotte, NC

Cleveland, OH

Columbus, OH

Green: over-indexing
Red: under-indexing
Maps not to scale to accommodate different areas covered

M1 Audience Targeting in OOH: Results

Targeting M1 segments produced significantly better results.

Place Exchange OOH media targeting M1 segments produced over **3.5x more conversions** for over-indexing screens vs. under-indexing screens, across *all* markets in the campaign.

The campaign produced significant lift against all tracked conversion events:

- **Over 2.5x** for Home Page Visits
- **Over 4.3x** for Property Searches

Lift in Online Conversion

Charlotte, NC: 100% / 411%
Cleveland, OH: 100% / 434%
Columbus, OH: 100% / 261%
Total: 100% / 451%

■ Audience Control Group ■ Audience Test Group