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A case for smarter out of home thanks to geospatial intelligence & new DSP features

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Introduction

Digital out of home (DOOH) is center stage. Demand is increasing and there are predictions that the European market alone will reach nearly €13 billion by 2024 (IAB). What was once very much traditional media only is now evolving to be an integral part of the digital ecosystem, and the industry is working together to find better ways to plan, buy and measure this medium, especially while traditional out of home (OOH) still represents a large part of the available inventory.

With Soanata as an omnichannel DSP and experts in location intelligence, Taptap has developed solutions to the challenges OOH and DOOH present. We use this paper to introduce our perspective and new ideas that make outdoor campaigns more data driven, efficient and integrated with other digital media channels.

An Overview

While buying DOOH is becoming more advanced, it is still a relatively limited process. Most programmatic DSPs are not fully adapted to the DOOH ecosystem, and there is not an abundance of up to date information available to make buying decisions in (or near) real time. Marketers mostly rely on third party data providers to supply nonspecific audience data, which is often the best alternative. **But what if we could build on this data for more informed decision making?**

In an ideal world, we would be able to replicate planning and buying for other digital channels like display or video, leveraging an intelligent bidder that helps us select the most effective impressions in real time and that dynamically serves personalized creative. While we are not there as an industry, there are ways to bring us closer to this scenario through DSP advancements and geospatial intelligence. **Technology can help us make strides towards more efficient and informed DOOH.**

More Data: An Open Data Ecosystem Based In Geospatial Intelligence

As mentioned, many DOOH (and OOH) plans are made based on data supplied by third party providers that gives a snapshot of audience composition and volume around OOH placements. Often, this data comes from panels of users, can be broken out by basic demographics and incorporates travel and mobility models. While it serves as a strong foundation to any OOH planning process and is currently one of the only established methodologies, it has a limited visibility into the context around OOH and is often not current. Some data can be as old as three years before it is updated, when in reality, context (and the people in it) change at every moment. This third party data is not going away, nor should it, but with an open data ecosystem, we can enrich this data with other variables that enable us to make more relevant and complex decisions.

For Taptap, this open data ecosystem is called Sonata Location Intelligence (Sonata LI), our geospatial analytics platform. Sonata LI aggregates and normalizes diverse data sources at a geographic level, or, over a map. In short, everything happens somewhere, so if we can tie an event or a data point to a location, we can map it and make it actionable. The platform contains data typically associated with location like points of interest (including OOH/DOOH placements) but also pulls in other inputs such as online and offline behavior, media saturation and engagement and population mobility. In the platform, we can analyze a location, as large as a country or as small as a tile, to get a real time or near real time picture of the audience and the context. Since all data is aggregated, user privacy is entirely protected - we are not looking at individuals, but rather, group activity.

We can compare the resulting enriched dataset that provides more visibility and information against potential DOOH deals to better organize planning and buying. New DSP functionalities facilitate the buying process.

Applying The Data

In Sonata LI, platform users can build a custom audience index, selecting the inputs that reflect their target. Once the index is constructed, the map populates with areas that contain the audience (or areas that over index). We can then identify DOOH screens that have reach among the target audience (which is the same process we follow with OOH True Reach, a solution built to better measure on-target reach of outdoor campaigns), and start to build out our strategy. See Figure 1.

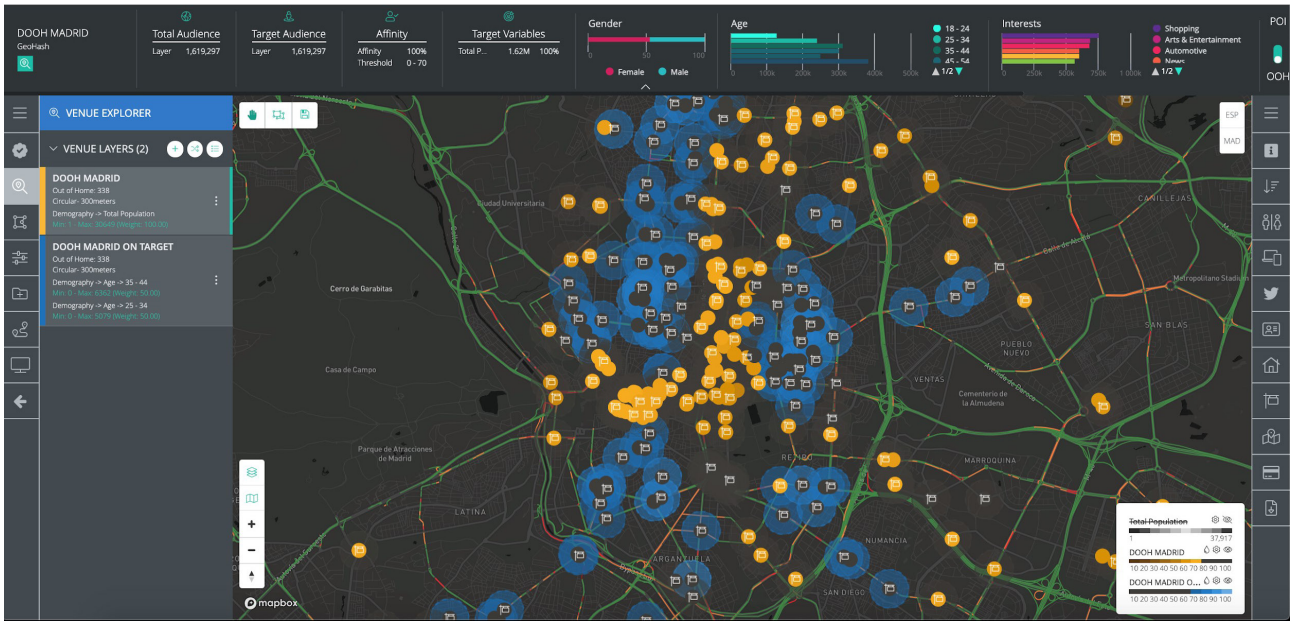


Figure 1

For example, screens with less audience affinity may require a more generic creative or lower frequency, whereas screens with high affinity, the opposite. Similarly, advertisers may be willing to pay more for high affinity screens, but want to cap bids for screens with less on-target reach.

Now that we are equipped with the data, we need a way to strategically purchase our screens in the absence of real time bidding. At Taptap, the solution is **Smart Groups.**

Smart Groups is a new feature in our DSP that lets users organize DOOH inventory into groups with custom settings. Why group screens?

1. **Much of DOOH inventory is already sold in packages**
2. **Optimizing screen by screen is inefficient and too laborious**
3. **A single screen cannot guarantee your DOOH goals because the inventory is not always available (so we need to rely on groups)**

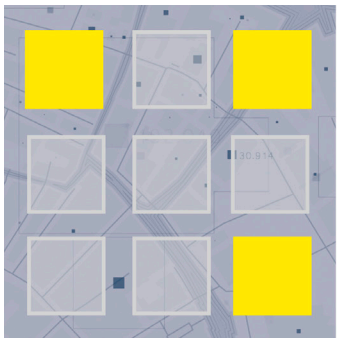
Because we can assign different conditions to each group based on its value, we have more control over buying and can do so more efficiently. Custom settings include:

- Goals
- Creatives
- Budgets
- Pacing Schedules / Dayparts
- And perhaps most importantly, CPMs

As the index changes, the settings for each smart group can also change. The following is an example of Smart Groups:

Map

DOOH



SMART GROUP **#1**

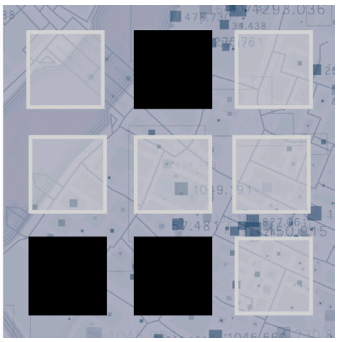
High Audience Affinity

CPM: No maximum
Daypart: Always On
Frequency: Mid

SMART GROUP **#2**

Proximity to POS

Creative: Product Feature
Daypart: Store Hours
Frequency: High



SMART GROUP **#3**

Reach Campaign

CPM: 10€ Maximum
Daypart: 7am - 7pm
Creative: Generic

For maximum flexibility, the same screen can be part of two different groups. This is because the value of the same screen can change in different moments. For example, according to store hours or days of the week.

Omnichannel Activations

Another way to optimize Smart Groups, uniquely accessible to location providers, is to activate complementary digital strategies based on the OOH or DOOH reach (or vice versa). By connecting a traditional digital campaign (on mobile, tablet or desktop) to exterior campaigns, we gain the ability for better storytelling and offer the user a place to interact with our ads and our brand.

— Gartner, Millward Brown as reported by Forbes.

> Moreover, "research conducted by Gartner has found that Integrated campaigns across 4+ channels outperform single or dual-channel campaigns by 300 percent. Amplifying a consistent message drives value, and according to Kantar Millward Brown, integrated campaigns are 31 percent more effective at building brands"

The following are examples of integrated solutions:

PHYSICAL RETARGETING

Retargeting usrs that have seen your OOH. This can happen in real time when they are in proximity to the OOH placement or in another moment (anytime).

EXTENDED REACH

Activating a digital campaign for areas where your target audience can be found, but where OOH is unavailable.

DYNAMIC DOOH

In some cases, while there is little possibility for real-time buying, we can select the DOOH creative based on digital activity around the placement. For example, if there are more women than men around our placement, we activate the creative geared toward women.

These solutions also make it possible to make fixed deals (or traditional OOH) more dynamic if DOOH programmatic buying is not possible.

Analyzing DOOH: More Granular & More Integrated

OOH campaign measurement is becoming more digital and more granular; however, as a one to many medium without much possibility for user interaction, the impact cannot always be evaluated. With this in mind, what can we expect?

Like for planning and buying, geospatial intelligence also gives new insight into measuring and analyzing OOH campaigns. It lets us break down reporting into new filters and provides the necessary connection between the OOH campaign and the digital activity (on mobile, tablet or desktop).

As an open ecosystem capable of onboarding not only data but also OOH and

DOOH placements, Sonata LI for example, breaks out reporting into several different levels, some of which can be found in existing technology whereas others are harder to come by.

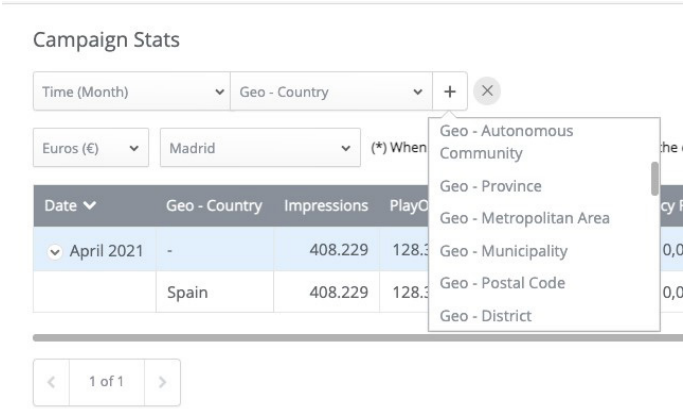
Inventory Type

Delivery by inventory type. How much of your campaign was delivered on premium placements or standard placements? Are the screens indoors or outdoors? On a billboard or in the metro.? Expect to see this from most providers, as inventory is often structured in this way.

Cartographic Level

Cartographic level refers to the type of location. Levels include - country, city, or zip code (among others). In most existing reporting, you are likely to find DOOH reporting by city, but geospatial intelligence gives us the opportunity to examine delivery on a much more granular level, including:

- Country
- Region
- State / Province
- City
- Zip Code
- Geohash



Audiences

In the same way that we built a custom audience index in Sonata LI for planning & buying decisions, we can do the same to analyze the campaign. Again, if we know where our affinity audiences are and can cross reference them with our DOOH (and OOH) placements, we can get a good idea of the true, on-target reach of our exterior campaigns.

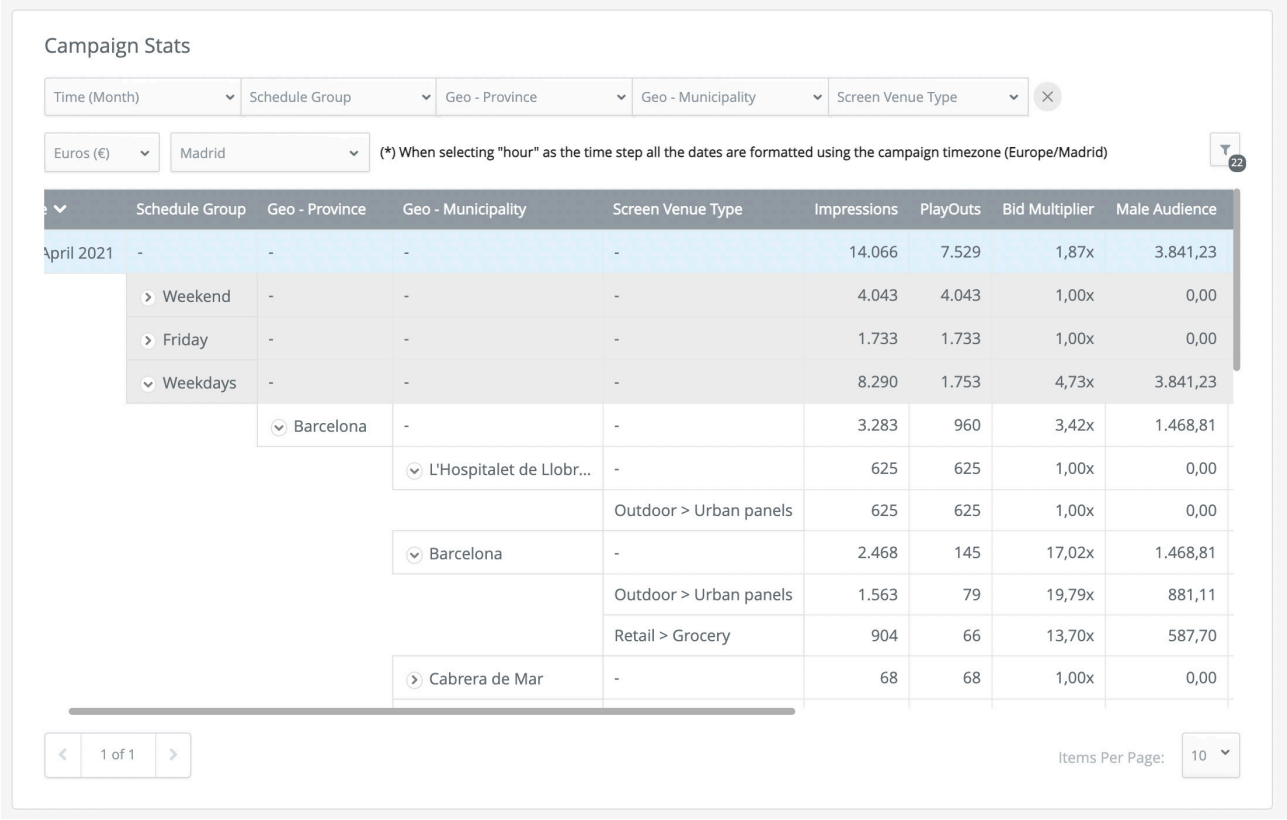
Digital Activity Around Screens

With location serving as the connector between online and offline environments, another way to evaluate OOH campaigns is to measure the digital activity that happens around the placements or Smart Groups. Advertisers can see which OOH placements drove the most digital activity (or which have the biggest effect on other screens). DSPs will be able to monitor digital campaign engagement in the ads they serve.

HOLISTIC ANALYSIS

Though some of these reporting filters are unique to geospatial intelligence and some are not, a significant advantage we gain from this ecosystem is the ability to put them all together. We can cross the above variables for an intricate analysis of the campaign to help us make future buying decisions. Likewise, since much of OOH inventory is not yet digitized, and most campaigns will consist of a mix between traditional OOH, digital OOH and finally, programmatic digital OOH, we need a way to measure the total impact - not the impact by parts - and to compare and contrast placements.

These same filters can also be used to search for screens when planning future OOH and DOOH campaigns.



Close

As digital out of home matures and the larger outdoor medium gains more digital capabilities, we are finding more ways to make planning, buying and measurement of this channel more intelligent.

Geospatial data makes it possible to connect OOH not only to every other media channel, where OOH boosts other screens, but also to the context, both of which lead to more efficient and integrated activations, a better user experience and an overall performance lift.

Programmatic buying likewise lets us purchase DOOH with more criteria and more control. With the help of new DSP features, we can assign settings to Smart Groups according to their value and strategically sync these groups with other media channels for further continuity.

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