

# Yahoo's DOOH Full Stack Solution

**yahoo!**

## An end-to-end programmatic solution for advertisers

Reach consumers on DOOH screens from point-of-sale to residential, using Yahoo's full stack programmatic solution.

1

### Full stack advantage & cost efficiencies

DOOH campaigns on Yahoo SSP inventory will benefit from platform fee credits\*.

2

### Curated package opportunities

Gain flexibility in budget allocations within a multi-publisher, omnichannel environment; accessing multiple media owners in a single deal and across off-the-shelf curated packages.

3

### Exclusive supply

Exclusive access to premium inventory from Cooler Screens to Shark Experience, alongside a growing list of DOOH opportunities, from 1-1 to high impact.

4

### Audience analytics & insights

User Yahoo's mobile signals to analyze demographics and get insight into consumer journey pre and post DOOH campaign exposure.

\*Qualifying DSP partners can get credited DSP+SSP platform fees for up to (3) months through 9/30/21.

**DOOH  
supply  
partners on  
the Yahoo SSP**



Cooler Screens®

**Grocery TV**



NRS DIGITAL MEDIA

**SHARK  
EXPERIENCE**

presented by **yahoo!**

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**CAPTIVATE**