

Step outside with us:

Key trends driving DOOH growth in 2021

Digital out of home (DOOH) marketing spending is expected to increase by almost 20% next year (eMarketer, Aug 2020), yet over half of advertisers we recently surveyed find buying DOOH difficult. What's the source of this frustration, and how can marketers incorporate DOOH into their campaign mix with confidence?

That's what we set out to find with our study of ~250 US decision makers in outdoor media spend.

This study:

- > **Uncovers advertiser challenges when buying DOOH;**
- > **Projects how DOOH spend will change in the coming months and years, and**
- > **Zeros in on the solutions and benefits that advertisers find the most valuable.**

yahoo!



Read on to learn how to navigate the modernization of digital out of home buying

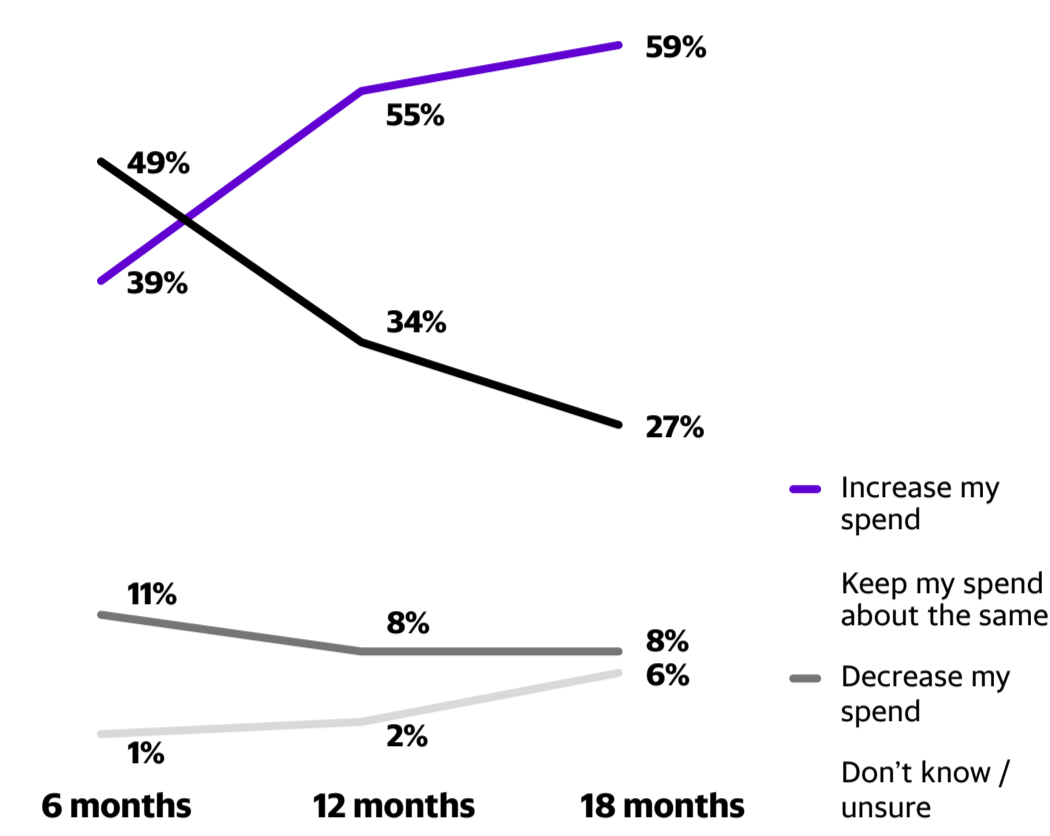
Note: all insights below come from the Yahoo Digital Out of Home Advertiser Report, September 2020.

Audiences are in new places—and so are your messages.

90% of buyers agree that DOOH is the right place to invest due to consumer device fatigue and a shift to spending more time in essential businesses, on road trips, and in distanced outdoor venues.

DOOH spend is expected to increase over time. (By +50% in next 18 months)

Expected changes in DOOH Spend

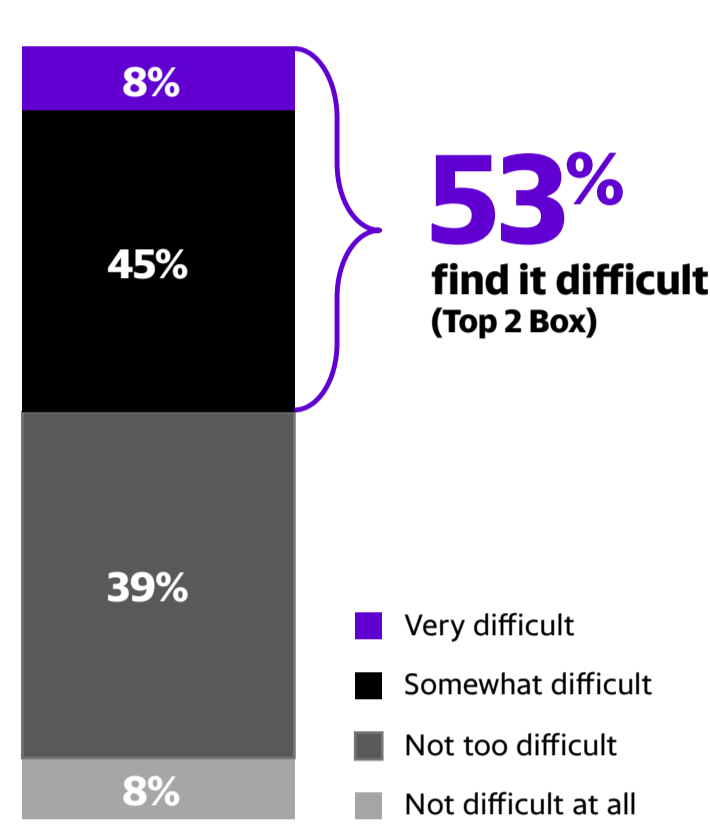


+50%

expected increase in DOOH ad spend in the next 18 months. After advertisers flocked to digital and away from OOH in the early stages of the pandemic, the trend is now reversing with DOOH budgets bouncing back significantly.

More than half of advertisers find buying DOOH difficult.

Experience buying DOOH



53% find it difficult (Top 2 Box)

93%

want a single platform to plan their advertising, as more than half of advertisers find buying DOOH still difficult. Programmatic is key to reversing the trend and driving a significant bounce back.

The benefits of advertising with digital out of home:



Strong reach and KPIs than social or digital display.

94% agree



Improved brand metrics.

92% agree

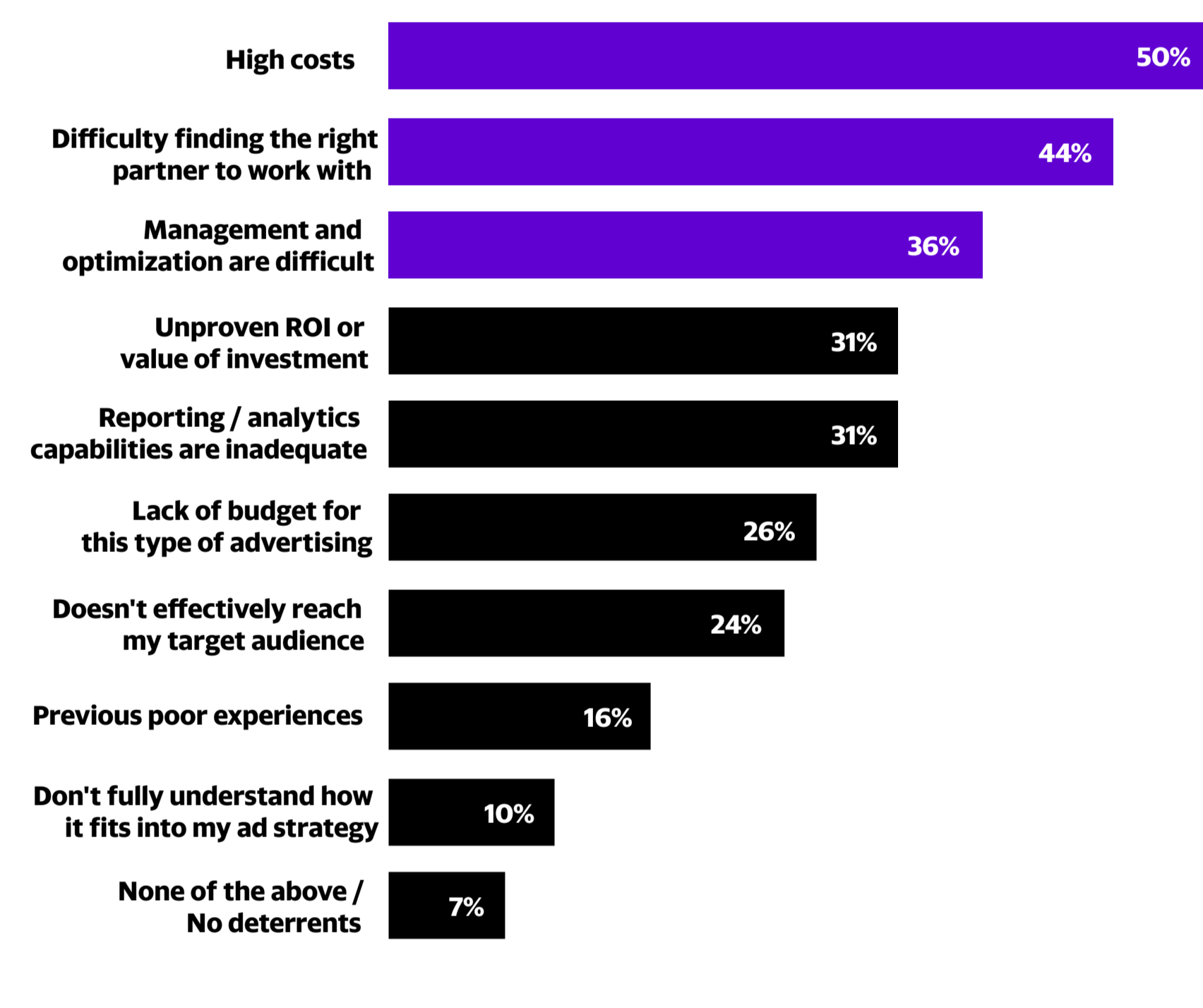


It can deliver both upper and lower funnel metrics.

91% agree

Today's challenges in DOOH: Finding the right partner.

Challenges in buying DOOH advertising



Yahoo makes the DOOH difference.

While omni-channel advertisers today see the biggest challenges in DOOH ranging from high costs, to difficulty managing and optimizing, Yahoo DSP customers tend to have a better experience when it comes to DOOH.

Why?

1

Competitive pricing and ease of buying.

Yahoo users are less likely to report competitive pricing as a challenge. When asked what would help them the MOST, non-users were 70% more likely to say competitive pricing. Yahoo users are **40% less likely than non-users**

to report difficulty buying DOOH advertising in the past 6 months.

2

The right inventory for where your audience will be (i.e. essential stores).

90% of advertisers seek partners with exclusive inventory and high impact placements such as billboards, grocery stores and outdoor

screens. Yahoo offers partnerships with Shark Experience and Cooler Screens that can get your brand in front of consumers when they're leaned in.

3

Dynamic, responsive creative that adjusts to weather conditions, time, or location.

~50% say the ability to optimize creative or frequency quickly will make buying DOOH easier.

Yahoo is integrated with partners like Vistar Media, Broadsign and others to provide real time bidding and optimization capabilities.

4

Everything all in one place.

93% want a single platform to plan their advertising.

88% want exclusive DOOH inventory.

Yahoo's unified planning tool enables holistic planning and management.

Couple the benefits of Yahoo DSP with our higher satisfaction rating, and Yahoo is the partner for you.

Satisfaction with Yahoo's DSP DOOH Inventory



Very / somewhat satisfied Not very / Not at all satisfied

Yahoo offers DOOH opportunities that can be bought directly in the DSP, which is ranked #1 from Ad Week. Integrate DOOH into your omnichannel buying mix to reach target audiences at moments of impact, wherever they may be, through a unified, programmatic demand platform.

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[Contact us](#) to get the conversation started.