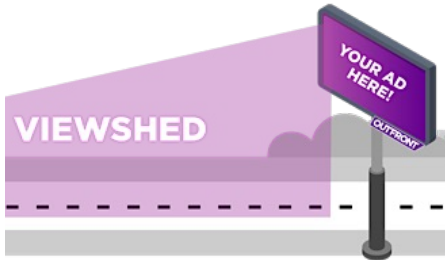


IRL TO URL

Mobile

Key Usage and Benefits



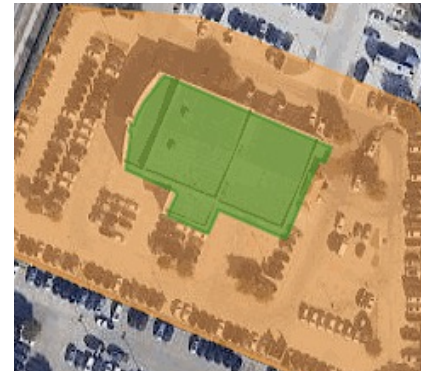
AMPLIFY

Retarget OOH exposed audiences that pass through precise viewsheds



EXPAND

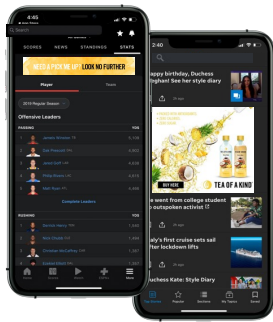
Leverage location mapping to target and build location audiences



MEASURE

Attribute online and offline engagement to the campaign

Media Formats



MOBILE DISPLAY



MOBILE VIDEO



CROSS DEVICE

Features



Impressions

Plan activation based on impression goals



Audiences

Reach audience targets: demos or behaviors



Data Feeds

Trigger based on various weather conditions.



Dayparting

Feature ads during select times of day.



Creative Features

Dynamically populate distance stores on ads



Reporting

By creative, location, audience, and more!



Footfall

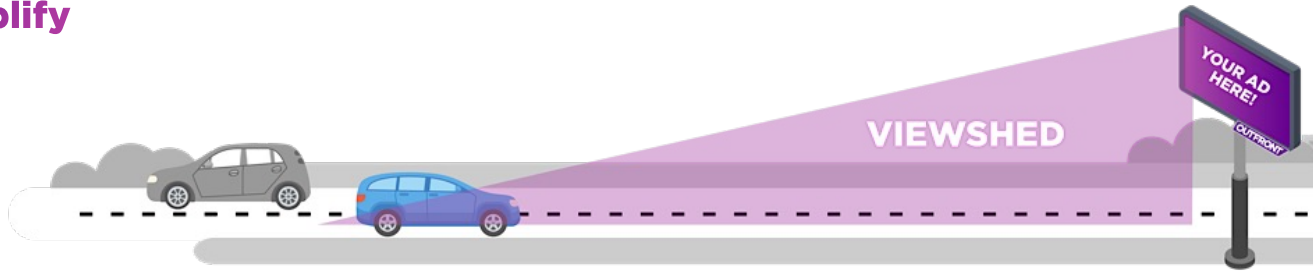
Visits measurement after ad exposure

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OUTFRONT

Mobile

Amplify



Retarget OOH exposed audiences with precise viewsheds

Leverage precise mapping of OOH locations where ads are viewable to build and retarget audiences that had the opportunity to see the OOH ad message. Retarget those audiences on their smart devices including mobile, computers and tablets.

How It Works

- 1.** A unique polygon is created that outlines the viewable area of each OOH location. Audiences are collected in those areas and grouped as our retargeting pool.
- 2.** When those audiences are actively viewing content on an app in our network of over 100K apps, they are eligible to receive an ad from the campaign.
- 3.** Each ad served is counted as an impression on that device. Engagements with ads are tracked as well as store visitation from anyone exposed to the ads.

Frequently Asked Questions

Can we build unique polygons for other locations?

Absolutely! Let us know where you'd like to build your audience pool. We can build audiences along highways, parks, zip codes, and any other location that's not regulated by government restrictions. Such restricted areas include, but are not limited to, military bases, hospitals, and individual homes.

Can we retarget audiences exposed to digital OOH?

Yes! Viewsheds will be created for digital locations and ad logs will be utilized to determine which audiences were exposed. However, we recommend targeting all audiences near your boards to increase saturation and exposure to your message for everyone passing by.

Does retargeting have to occur during the OOH flight?

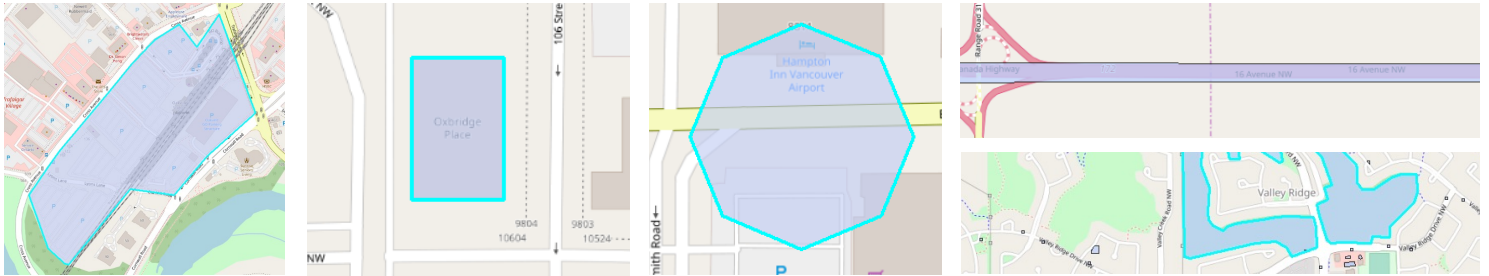
Not necessarily. The audience exposed to the OOH ads can be built during the OOH flight, however, retargeting can begin at anytime starting from the day the OOH campaign launches to as long as specified after the OOH campaign has concluded.

Is there reporting available on campaign performance?

Yes, indeed. We'll provide online and offline engagement metrics with every OOH and Mobile campaign. There are also extended measurement options available for high spend levels.

Mobile

Expand



Use precise mapping to target and build location audiences

By precisely mapping geographical areas, the campaign can reach beyond OOH. Fill in the gaps where OOH isn't available and build real-world audiences for ad serving on mobile, computers and tablets

How It Works

- 1.** A unique polygon is created that outlines the desired area for ad serving. Ads are served in those locations during the campaign flight or collected for retargeting.
- 2.** When those audiences are actively viewing content on an app in our network of over 100K apps, they are eligible to receive an ad from the campaign.
- 3.** Each ad served is counted as an impression on that device. Engagements with ads are tracked as well as store visitation from anyone exposed to the ads.

Frequently Asked Questions

How long does it take to build unique polygons?

The time required depends on the number of locations and the details of those locations. For example, it will take very little time to build a polygon for one zip code versus a long stretch of highway. Most polygons for a campaign can be built in a matter of days for ad serving within those locations in real-time during the flight or for retargeting.

How long does it take to build a custom audience?

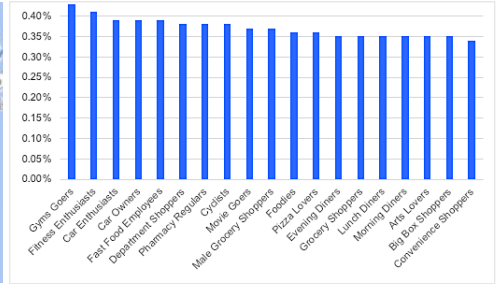
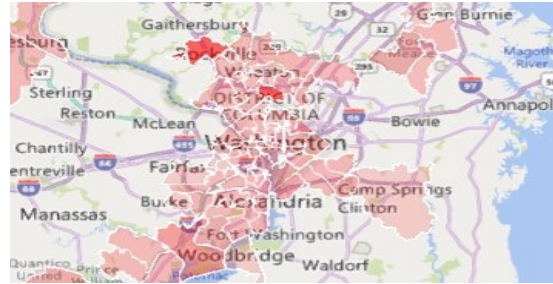
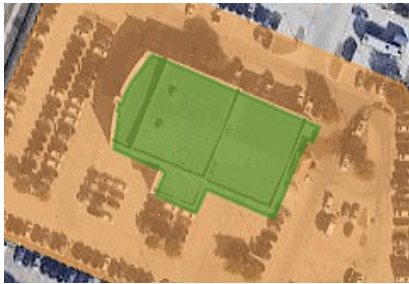
Collecting audiences for retargeting takes a little longer. Most campaigns require about a week to get fully up to speed, but some may require longer depending on the scope. There are over 300MM polygons already built in the system and more are built everyday. In some cases, the audience might already be available and only requires some adjustment to meet the campaign's goals. Restricted areas for audience building include, but are not limited to, military bases, hospitals, and individual homes. Send the locations you'd like to map for quick review and approval.

Do you have a list of audiences that are pre-built to choose from?

Yes, we do! There are over 8K audiences that are built and available for targeting across the U.S. We can also reach specific demographics and household incomes as well as other audience characteristics. Please tell us about the audiences you hope to reach with your campaign, and we'd be happy to make recommendations.

Mobile

Measure



Attribute online and offline engagement to the campaign

Measurement is an important part of campaign analysis, optimizations, and learnings. OUT Mobile provides both online and offline metrics such as CTRs, audience and location insights, creative engagement, tactic performance, store visits, and more!

How It Works

1. Strategic planning for campaign setup is prepared based on the advertiser's KPIs. Campaigns are automatically and manually optimized throughout.
2. Standard reports are provided weekly and based on the advertiser's preferences. Customized reports are available upon request at desired times.
3. Wrap up reports are available 72 hours after campaign completion. Store visitation measurement uses precise mapping technology for observed visit counts.

Frequently Asked Questions

Can I test creative performance and update the creative as needed?

100%. The right creative can have a huge impact on campaign performance. The flexibility of digital allows for changing creatives as often as needed based on economic or environmental conditions, promotions, sales insights, or any other reason as specified by the advertiser.

Is store visitation automatically included?

There is no extra cost for store visitation measurement. However, we do need the addresses of the locations you'd like to measure prior to campaign launch. We will also measure store visitation up to two weeks after the campaign. This means, we can still attribute visits to the campaign of those exposed to the ad message even after the campaign has concluded.

Can I change campaign targeting throughout the campaign?

Optimizations occur throughout the campaign both automatically through the system and manually by the mobile team to drive performance for the desired KPI. We recommend allowing campaigns to run for a few weeks before making any adjustments, however, changes to campaign targeting can occur at anytime throughout the campaign.

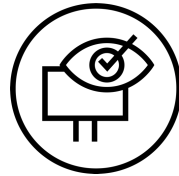
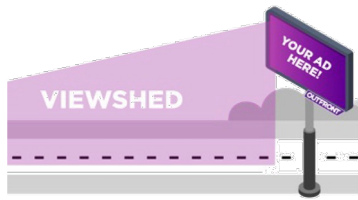
What are the benchmarks I should measure the campaign against?

General performance for mobile display campaigns are about .15% CTR. Typically, there is higher performance on clickable video campaigns. There is no benchmark for store visitation.

IRL TO URL

DDA + Mobile

How It Works



1. Viewsheds

DOOH locations are precisely mapped where ads are viewable to audiences

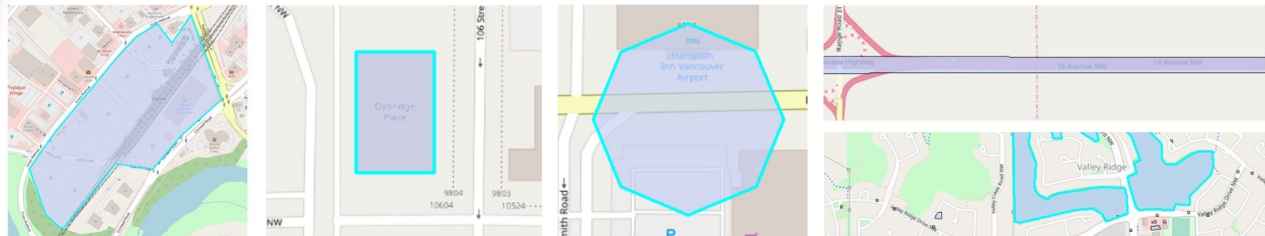
2. Audience Analysis

Audiences are filtered for only the times when the ad played on the boards

3. Retargeting

The exposed audience is retargeted on their connected devices during the flight

Also, expand your reach by building and targeting other audiences beyond OOH locations



Map Locations: Nearly any location can be mapped for targeting or audience building

Frequently Asked Questions

Why do DDA and Mobile work well together on a single campaign/plan?

Both DDA and Mobile provide advertisers a streamlined, turnkey way to buy impression-based campaigns at scale. Engaging and dynamic creative is served to defined geotargets and audiences. Mobile not only amplifies DOOH and can expand the campaign to other locations, but also report on engagement and track visitation to store locations.

What is “Retargeting”?

Retargeting allows advertisers to reach the OOH exposed audiences again on their mobile devices. By mapping the OOH locations where ads are viewable, audiences are collected within the viewshed and then made available for retargeting. Audiences are reached on their smart devices when they are actively using one of the apps in our 100k+ app network!

How flexible are Mobile device campaigns?

Targeting and creative can be adjusted at any time during the campaign and as often as desired. We recommended running campaigns for at least 1 month before making any adjustments but adjustments can be made at anytime.

Is there reporting available on campaign performance?

Yes, indeed. We'll provide online and offline engagement metrics with every OOH and Mobile campaign. There are also extended measurement options available for high spend levels.

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