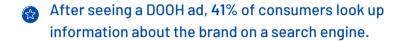
# DIGITAL OUT OF HOME

# Reach Captive Audiences in Public Environments

- ➤ Unmatched physical size
- > Non-skippable and ad block proof
- Unintrusive and memorable





# Our Approach to DOOH

### Scale & Objectivity

Agnostic approach allows access to premium inventory at scale across a variety of providers, with no conflict of interest.

### **Omnichannel Targeting**

- Target audiences on the go using location, weather, or temporal data as well as 1st or 3rd party.
- Link DOOH with media buys across other channels such as Display & Video and run a consolidated multichannel campaign, all under one platform.



Temperature





Standard geo-targeting



Screen Type



Time of Day

100% of Programmatically Addressable Screens









Office Buildings



Highway Roadsides



Kiosks





Supermarket Checkouts



Subway Stations



RON/Billboards



Screen TV Monitors



**Display Panels** 



Sports Gyms



