

DIGITAL OUT OF HOME

Reach Captive Audiences in Public Environments

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

★ After seeing a DOOH ad, 41% of consumers look up information about the brand on a search engine.



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



Weather



Standard geo-targeting



Screen Type



Time of Day

100% of Programmatically Addressable Screens



Universities



Hotels



Office Buildings



Highway Roadsides



Kiosks



Malls



Supermarket Checkouts



Subway Stations



RON/Billboards



Screen TV Monitors



Display Panels



Sports Gyms

