

TPS

engage



Digital Out-of-Home Advertising and Data Implementation

White Paper

Table of Content Whitepaper.

Introduction	03
Data and Digital Out of Home	05
The Data of DOOH performance	06
Digital Out-of-Home. Context	07
Dynamic Creatives on DOOH	09
DOOH and statistics	10
The importance of flexibility in digital out-of-home advertising	11
How to use a DOOH platform?	12
The power of your own data	13
Dynamic DOOH boosts sales	14
Conclusion	15
Why TPS Engage?	16



Introduction

In an era where people's attention is limited to a few seconds, Out of Home advertising faces a challenge: how to be relevant and drive the public to action?

Out of Home advertising allows brands to connect with their customers in different key moments of their day. Moreover, through a clever positioning, it can make consumers remember a product in just a few seconds through **proper contextualization**.

But to establish the two important pillars of Out of Home communication, context and content, brands need to think about two values: **introspection and adaptability**.

First you need to know what you communicate: what's your brand identity and who is your audience? Great brands can create content easily and contextualize their message for their audience. The second point, adaptability, is vital to keep up with your consumers: what do they want, what habits do they have and how can you attract a new audience? And, especially, how you respond to their needs?

In recent years, traditional out-of-home formats have begun to lose ground. Although they are still valuable for awareness campaigns, many companies have opted for other forms of advertising because these traditional solutions struggle to fit in in the complex marketing world that has developed in the past decades.



Introduction

Just imagine a huge traditional billboard with some friends at the beach, while the city is cloudy and it's raining. It feels out of touch and definitely doesn't drive intent to buy. However, if in a similar situation the passer-by would see an advertisement about a rain cap and, moreover, could find more about where the nearest shop is and where he can buy it, the success and, especially, the ROI would be much higher.

And here comes the part where we must talk about Digital Out-of-Home. If you look in the dictionary, DOOH refers to any type of digital billboards used for advertising - be it indoor or outdoor. But DOOH is more than that, it is a platform with huge potential, through which you can reach the consumer by meeting his or her specific needs. And this can be done through a very good optimization and the use of an ace in the hole: **your data**.

Data and Digital Out of Home



Linking performance data with Out of Home is an age old challenge. How do you know what worked and what didn't? How do you adapt in real time? Twenty years ago, this was impossible. You planned for the worst and hoped for the best.

Today, technology has provided a bird's eye view in regards to what works and what doesn't in Digital Out of Home. Multiple industry-wide studies have shown that adding Dynamic DOOH

to your campaign increases ad recall, website traffic and has a direct positive impact on sales.

Looking at our own data, we've successfully delivered double digit sales increase for brands such as Samsung, Heineken, Uber Eats, P&G, Unilever and more. This proves that showing relevant contextual messages through DOOH to the right audience can directly impact campaign ROI.



The Data of DOOH performance

- Adding OOH leads to a 15% uplift in effectiveness, up to 37% when digital outdoor is used
- On top of this, a dynamic Digital Out of Home campaign leads to an additional 16% uplift in sales compared to non-contextual campaigns
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- Most importantly, neuroscience studies have shown that contextually relevant messages shown at the right time lead not only to higher ad recall and TOM, but also to a 32% higher brain response

Digital Out-of-Home. Context

When you think of DOOH, you should think about dynamic. Unlike classic out-of-home ads, DOOH advertising allows you to be active and flexible. And, most importantly, relevant and up-to-date. From small spaces - cafes, restaurants, bars - to airports or spectacular displays, DOOH can deliver content tailored to consumers and context. This is one of the main reasons Digital Out of Home is the 2nd fastest growing advertising channel.

On top of this, the Out of Home industry has never been more prepared to react in an ever-changing world like ours is today.

DOOH offers brands more flexibility in terms of implementation. You can easily change an ad message or deliver messages based on context. Starting or stopping can take a maximum of a few hours rather than days – with no installation costs. The COVID-19 pandemic has forced brands to be more reactive than ever and Digital Out of Home has stepped up to the challenge.

But first, what do you need to consider when you want a DOOH to work?

Digital Out-of-Home. Context

Context

DOOH allows you to react to the context in which your ad is shown. Depending on the weather, the news of the day and the place where it's located or even your own sales data, your ad can show different messages to attract attention. And to be even more successful, you have to know very well your audience. What habits do they have? Are there more women or more men? Depending on this, you can create a context suitable for your ad.

Content for a context-driven world

The emerging trend in DOOH is to automatize content production (thus reducing costs) and serving it at the perfect time (thus increasing performance). For example, TPS Engage empowered Heineken to show over 100 different creatives when promoting their new zero alcohol Heineken beer to office workers.

The content automatically changed based on weather, time of day, day of the week and even social media data.

Screen

The story you tell should be contextualized based on the display you are using and the audience you're addressing. Each screen is fit for a different type of creative – visually driven or message driven. So make sure that each layout and message is perfect for the screen you choose to present your campaign to.

Tools like TPS Engage use have multiple ways to help you automatize content creation for a large number of assets using creative templates.

Dynamic Creatives on DOOH

Traditionally, Out of Home was a single format/single creative type of channel. At best, you could test some creatives with focus groups before deciding what to put live.

Technology has changed the way Out of Home can be approached. At TPS Engage, we've developed a unique tool that allows you to plan your creatives on a rule-based logic. You can even link your online ads' performance to make sure you're always showing the best possible message.

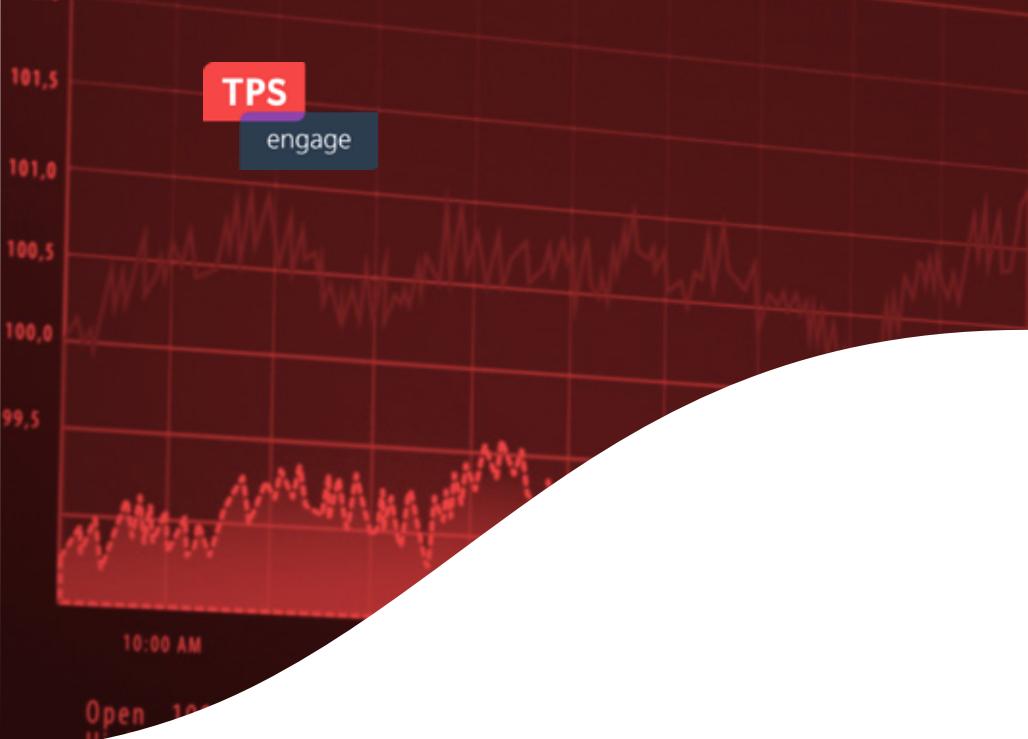
- More women between 18 and 25 years old in front of the screen? Use the adapted online creative with the highest conversion rate for that specific audience
- Search results spiking for a certain keyword related to your brand? Use a creative tailored for that unique situation.

- Mobile app data shows the audience near a screen has a high income? Show them products that cater to their needs.

Creating these creatives does not have to be a hassle or a production nightmare. Our tools allow you to upload creative templates and automatically change key aspects of them (product, message, price etc.) in a matter of seconds without spiking up the cost.

Plan once, run dynamic creatives for the entire duration of your campaigns in order to increase the ROI and overall efficiency.

Brands like Samsung have seen their in-store sales grow by double digits when they used TPS Engage tools to plan dynamic DOOH campaigns.



DOOH and statistics

When it comes to targeting, DOOH can help you tremendously. More and more screens have incorporated cameras or sensors, which can provide you audience statistics. In addition, a variety of data companies work on Digital Out of Home to properly track campaigns, engagement and ROI.

Cameras and sensors, where available, have the huge advantage of delivering real time results that allows even more specific contextual delivery of messages. For example, a DOOH that catches a passer-by walking his dog and then runs an ad about a new animal toy. That would deliver a unique experience based on real time audience data.

Relevant statistics are the dream of any brand that invests in DOOH campaigns. This system is entirely compliant with privacy laws such as the General Data Protection Regulation.

In addition, partner companies like MFour can provide and even more detailed report on how your audience reacted to your DOOH ads through geolocation based mobile surveys. More details on this can be found [here](#).

The importance of flexibility in digital out-of-home advertising

Although DOOH allows for flexibility, it is very important how you mediate your campaign. The content approval process that ensures seamless brand safety usually takes a few hours.

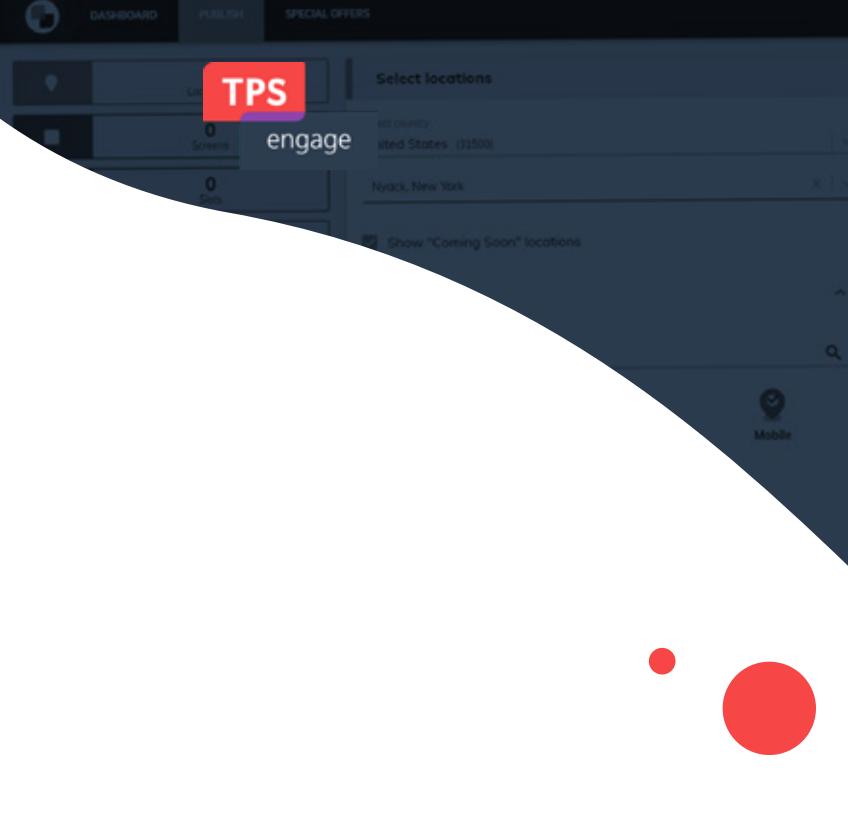
Compared to the traditional OOH process that can take day or even weeks, DOOH moves fast in order to deliver your ad in the perfect context.

Platform like TPS Engage that manage DOOH campaigns offers clients unlimited access directly to the programming platform, functioning as a self service platform of interconnected screens that any company can use.

Additionally, TPS Engage's unique feature is that it allows you to buy the most valuable asset

in DOOH – time. We allow companies to buy a hourly or daily advertising slots and let them pick when the time is right to show their ads. While CPM buying makes sense in the online ecosystem, buying CPM on DOOH often leads to increased costs and running campaigns at off times just to reach your total impressions (who needs to see a beer ad at 10am in the morning?). Of course, you also see real time audience data when buying on a time-slot basis.

After such a campaign, you receive playlogs charts, traffic charts and data and full performance report. In addition, custom integrations with client data sets are also possible – offering clients reporting in their own data visualization and analytics ecosystem.



How to use a DOOH platform?

Being able to easily browse and book DOOH screens saves a lot of time. You create the campaign, upload the materials, set the timing of the campaign and can even pay directly by card.

This hands-on approach helps you to create a better strategy. A client can see in real time what is working and what is not, when are the times when the audience resonates best with your

message. Additionally, micro-buying allows you to juggle with the advertising spaces so that you reach different geographical points on the same day.

Platforms like TPS Engage allow you to upload several layouts at the same time and use data triggers to decide when each is shown, increasing ad efficiency and performance.

The power of your own data



But what can a client do to create a perfect contextualization? Data is the answer.

By connecting your own data to the platform, you can seamlessly optimize your dynamic delivery and planning. Here's how it works:

Uber Eats is one of the most important food delivery services. In an industry with a avid competition and quick decision making on the customer's side, showing the right message at the right time is essential. Uber Eats has found the solution to draw attention to its portfolio and offers.

By using Uber Eats app data, TPS Engage was able to offer personalized recommendations of restaurants depending on the area where the DOOH was located, as well as real time restaurant demand. So, if a certain Chinese restaurant was not able to handle demand, the 2nd most popular option in the area would be automatically shown on relevant DOOH screens in order to ensure the customer experience was not affected by long delays or canceled orders.

Dynamic DOOH boosts sales

By implementing this solution at no additional implementation cost, Uber Eats was able to deliver a 3% order uplift in areas where they were previously experiencing heavy losses to competitors.

In another campaign, Heineken managed to sell out their Heineken 0.0 alcohol SKU by showing contextual messages in proximity to shops.

Samsung used dynamic DOOH in their retail stores and drove over 10% additional sales on targeted product categories.

Dynamic Out of Home allows your message to truly stand out from the crowd and capture your audience's attention. With the right mix of creative and planning, the results speak for themselves.

Conclusion

Out-of-home advertising has traditionally been a channel fit only for long-term media buying, with large deal sizes and tough penalties. Technology and the demand of the market are changing that reality. Digital Out of Home is more scalable, measurable and efficient than it has ever been, allowing companies to truly deliver efficient and relevant messages to their audiences with ease.

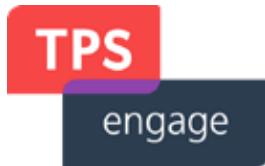
Why TPS Engage?

TPS Engage is a dynamic DOOH programmatic DSP that works with over 100.000 digital outdoor and indoor screens in 25 countries, with its main offices in New York, Dubai, Seoul and Bucharest.

The ad-tech solution allows advertisers to increase Digital Out of Home campaign performance by allowing for dynamic content to be played based on any type of data trigger

(real time sales, demographics, traffic, weather, time of day or even mobile behaviour).

For DOOH media owners, TPS Engage provides an opportunity to generate alternative revenue sources by accessing available screen inventory. TPS Engage provides its services for clients such as Samsung, P&G, Coca-Cola, Heineken, Uber Eats, Deutsche Telekom, Foodpanda, Jaguar, H&M and more.



Curious to learn more?

Contact us at
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