Top 3 Out-of-Home Challenges with MMM.

62% of Marketing Mix Model (MMM) suppliers say data granularity is a barrier to measuring the real effect of Out-of-Home (OOH) [1]

That's because OOH spend and impacts are aggregated at a national level in MMM.

By using national figures for a location-based medium such as OOH, the model can't see the variability in impressions shown when the data is split by time or geography.

This results in regional sales being misattributed to other media, reducing OOH's ROI and impacting the investment the model allocates to OOH.

The good news is location-based data such as Route or CACI is readily available.

01 Variability

Without granular geographical and time level data, MMM can't show how the variation in impressions at a local level affects OOH's ROI.

- High
- Medium
- Low

No national variation shown in current MMM without granular data.

High, medium, low variation on national scale with granular data.

High, medium, low variation on city or region level with granular data.

02 Size of investment

As a 5% medium, Out-of-Home is often booked as part of a larger campaign. 55% of respondents[1] cited campaign investment being too small as a barrier.

+5%
advertising spend

- Other Media
- OOH

03 Collinearity

OOH is great at priming other media channels; however, models find it difficult to separate the effect of each medium, instead a total impact is measured.

OOH primes other channels.