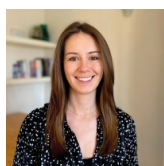


## EPISODE 1

### Programmatic Digital Out of Home: The Time is Now

In February 2023, JCDecaux UK, in partnership with MTM, revealed findings from a survey of 200 programmatic digital Out-of-Home marketers. The research titled “**Programmatic DOOH: The Time is Now**” highlighted the benefits, challenges, and real-life applications of prDOOH.



Dom Kozak, Head of Programmatic at JCDecaux UK spoke to **Carrie Condino**, Associate Director, MTM, about the findings and the key take aways for marketers.

#### Measurement

“We surveyed both brands and agencies about their experiences in prDOOH, what’s working well, what needs to be improved in order to maximise the potential of prDOOH, and how it integrates into their wider marketing campaigns. One of my favourite findings was that measurement is the number one benefit – that’s the myth that was busted, that you can’t measure programmatic DOOH effectively.”



“The first step is picking the KPI that you want to measure, and this might be different to other OOH activity, and it might be different to other programmatic channels.”

#### Data integration

“Less than half (43%) of prDOOH marketers are using first-party data to inform targeting and creative, which is lower than other channels. First-party data

is a challenge for everyone in every channel especially with privacy laws tightening and tracking cookies being deprecated. But it was the number one data source that is being used, which is hugely positive as sometimes it’s not always obvious

how you use first-party data in prDOOH compared to other channels. Interestingly, the respondents in the research that said that they use first-party data were more satisfied with performance compared to those that didn’t.”

#### Challenges

Many of the challenges marketers are facing with prDOOH exist in other emerging channels like connected TV (CTV) such as: data fragmentation, measurement, lack of consistency in understanding, and understanding the consumer journey across multiple touch-points online and offline. But there’s another challenge that marketers often face – finding where prDOOH fits within their existing team structures.

“The data was showing us that over 60% of marketers that are buying prDOOH are always directly involved in the planning and buying of at least one other channel. The fact that this figure is so high is showing us just how well prDOOH works if it’s combined with other channels. For example, if a consumer hears a ad on Spotify or sees an ad on YouTube and then sees the same brand in OOH it just puts it into a whole new context and relevance for them so you kind of creating this 360 story when you’re buying it with other channels.

“When you make this programmatic, it adds a whole layer of flexibility and agility just beyond buying it alone. There’s inflate optimization possibilities to improve performance, you can manage the frequency and messaging across channels. Furthermore, you grow in expertise and education when you’re sharing between teams. A traditional out of home team might know how to buy out of home and a programmatic team knows how to best work with demand-side platforms (DSPs) and data management platforms (DMPs) and these two teams working together creates this more cohesive and concise story for consumers.”

The optimal team structure will look different for every company but removing silos really starts to develop skills and streamline workflows, removing manual tasks and manual handling enabling your talent to do their best work.

#### What does the next 12 months in prDOOH look like?

“People are still figuring out the right approaches and how to execute them correctly but in doing it with an omnichannel marketers are figuring out how to make each channel fulfil its full potential, including prDOOH. I also think that there are some exciting new martech solutions that are coming out,

such as customer data platforms (CDPs) and identity resolution tools that will be used by more and more brands to understand the 360 degree view of their consumers across all touchpoints and this application of data is an element that will promote the growth of prDOOH.”

**LISTEN TO THE FULL PODCAST HERE.** Get in touch to learn more about prDOOH uk.programmatic@jcdecaux.com