

## EPISODE 4 Programmatic Digital Out of Home: The advantages of data-driven omnichannel strategy

Data can transform targeting and creative strategy in programmatic DOOH (prDOOH) and holds the key to unlocking omnichannel insights that can power improvements in cross-channel efficiency. However, data remains under-used in this high-growth channel. In this podcast, Shanil Chande, Commercial Director UK, at Hawk shares his experiences using data to inform and optimise omnichannel campaigns.



Shanil Chande, Commercial Director UK, Hawk joins Dom Kozak, Head of Programmatic at JCDecaux UK to delve into the array of data integration options available to programmatic DOOH marketers and the benefits they bring.

### What have been your prDOOH career highlights?

- “ The first campaign we ran in the UK in 2018 for Universal Music aimed at driving users into HMV stores was a real highlight and a good learning curve for everyone involved. That campaign gave us a really sound understanding of where prDOOH sits, the benefits of activating programmatically and acted as a springboard for what we’re achieving today. ”
- “ Next came the first omnichannel campaign we ran to drive efficiency by looking at campaigns with a single lens, with synergy across planning, activation, and measurement. What we found was that Jeep achieved 50% of their annual sales target in the three months while the campaign was live. That proved to us that an omnichannel strategy not only drives results in terms of footfall but also sales. ”
- “ Finally, there’s the first time we used dynamic creative optimisation (DCO), also with Jeep which used location as a proxy for personalisation. ”

### What inspired Hawk’s partnership with Captify, and what are the benefits of combining search intent data with prDOOH?

- “ Data integration and measurement are key to driving the adoption of prDOOH and we believe that this partnership really does speak to both of those key areas. Buyers can now tap into rich consumer insights pre-campaign, and action these through streamlined operations between Hawk and Captify. ”
- “ Previously the data that has been applied to prDOOH campaigns has largely focused on audience movement data or macro moment-based data. Search intent data helps us bridge the gap between online and offline and that’s something that agencies and brands have been crying out for a long time. ”
- “ Search data enables brands to discover new audiences with an understanding of what they’re interested in and that helps to inform targeting and creative. ”

### What types of data should be considered as part of an omnichannel strategy?

- “ With the changes to the privacy ecosystem, there’s a big focus at the moment on first-party data and that’s something we’re helping to facilitate through the Hawk platform. Outside of that, there’s a diverse menu of data of applications and an array of prDOOH practitioners out there with backgrounds where data applications are ubiquitous making it an exciting time. ”

### In your experience, what are the key benefits of prDOOH?

- “ The number one benefit of prDOOH is flexibility which can help advertisers with smaller budgets to step into the space by being more hyper targeted and also enable advertisers of all sizes to change their targeting strategy throughout the course of the campaign. ”
- “ Enhanced data solutions allow us to adjust delivery in real-time based on audience data or other data triggers thus being more efficient with an audience led-strategy. Another key way that programmatic adds value is the enhanced measurement frameworks you can apply to quantify success. ”
- “ PrDOOH can also provide efficiency gains because we can look at frequency capping, sequential messaging or just making sure that all channels are tying together really nicely. ”

### What do you think will be biggest developments in data integration over the next 12 months?

- “ As a business, we are working on some exciting projects in this space. For example, we’re speaking to several data providers that we already work with to ascertain how we can make their data available to more buyers. Moving forward, I think we’ll see more and more different data providers entering the space and making their data available for prDOOH applications through spatial data segments. ”
- “ I think more data integration will mean that creative personalisation will become more common as brands and agencies are starting to understand how they can achieve personalisation at scale through prDOOH and through the dynamic triggers that we have access to. ”
- “ There will be further focus on being able to look at campaigns through one single lens and the use of cookieless solutions. In DOOH, I think we’re likely to see more third-party verification as buyers seek external validation and it’s great to see that the industry is moving in this direction. ”
- “ We’ve seen a huge acceleration in the adoption of omnichannel strategies that include digital, DOOH, and prDOOH to date and we believe that this will only continue to grow given the efficiencies being proven through case studies. ”

**Final thoughts** Not every DOOH campaign should be programmatic – it’s about using the right tactic to best achieve the campaign goals.

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Get in touch to learn more about prDOOH: [uk.programmatic@jcdecaux.com](mailto:uk.programmatic@jcdecaux.com)