

## EPISODE 5 Programmatic Digital Out of Home: Seamlessly Reaching Audiences Online and Offline

Advances in programmatic technology and data capabilities have enabled marketers to better reach audiences as they move between online and offline environments. Specifically, in out-of-home advertising, the addition of programmatic provides additional flexibility, optimisation opportunities, and omnichannel measurement.



Hrshida Vekariya, Account Director - Addressable Strategy at Matterkind explains how marketers can embrace collaboration, technology, and data to deliver better omnichannel consumer experiences and results.

### What are the key developments that have made programmatic DOOH what it is today at Matterkind?

“ The advances in data integration capabilities that mean we can more effectively reach the audiences that matter has been vital to the growth of prDOOH. The array of data we can pull in today means we can deliver maximum reach against highly custom audiences, with hyper-targeted proximity or locations. ”

“ Evolutions in measurement have been key too. For example, being able to monitor footfall directly in demand-side platforms (DSPs) which is one of the ways we can apply an omnichannel strategy for brands. In tandem, there’s optimisation, the way in which programmatic technology is now integrated means we can better optimise DOOH screens and be more efficient with our media. ”

### How do you decide if prDOOH should be included in the media mix for a campaign?

“ It’s campaign dependent but we’ve used prDOOH to achieve several objectives from driving footfall to store, to promoting new product releases to pure brand building campaigns and every time we’ve been able to effectively reach the right target audience and deliver results. ”

“ When it comes to deciding on whether prDOOH should be included, it is dependent on a few factors but in general it’s about identifying what added benefits we can get from integrating data, not looking at prDOOH as a siloed little channel. You want to be asking questions like do we have access to the client’s first party data? If so, what can we do with that? And how are we going to achieve something that is different to what traditional DOOH would deliver. And finally, you need to consider what is the right balance between the two. ”

### How do you collaborate with other disciplines, and how has that changed over time?

“ Over the past year or so, we have focussed on educating all our teams about prDOOH to make sure that they have the right skills to put an effective strategy together. We’ve made sure that everyone can scrutinise a brief, identify where the opportunities are, and pull in the right specialists when they need to. This has enabled us to move away from that notion of a siloed approach and collaborate with true accountability. ”

“ From a wider industry perspective, there are so many collaborations out there in the data space that demonstrate why prDOOH is such a fast-growing channel. It is these internal and external collaborations that enable us to quantify and measure the effectiveness of different channel combinations in control vs. exposed environments. ”

### How do you seamlessly reach consumers online and offline?

“ Data is key and will always set any programmatic activation apart from a traditional buy in any channel. Whether that be leveraging our proprietary audiences or first-party data it’s about finding the right balance. ”

“ We have run campaigns using our connected audience stack to build custom audiences for multiple clients and leveraged those audiences in prDOOH and across other channels like video and display. The ability to make those links is what really plays into a good omnichannel strategy. We’ve also used trade desks and ARP technology to activate across multiple markets and seen a 42% uplift in impressions purely through integrating technology before we optimised anything. ”

“ When you add the ability to optimise in real time across channels in line with specific consumer journeys throughout the day then omnichannel really comes into its own. ”

### What are your top tips for effective omnichannel marketing?

1. Really get to know your audience, the channels they are exposed to and when
2. Ask yourself how you can connect offline behaviours to online audiences
3. Clearly define the data requirements for your strategy and test, test, test!
4. Know the difference between cross channel and omnichannel
5. Ensure there’s close collaboration between data and creative teams

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