

SEASON 2 EPISODE 1 Quantifying the Incremental Gains Delivered by prDOOH and Good Creative

As programmatic digital out of home (prDOOH) grows in popularity among digital marketers so does the quest for accurate measurement of incremental gains in the performance of other channels as well as footfall.



In episode 1 of the Life in prDOOH podcast, expert in this space, Hannah Scott, Vice President of Client Services at one of our longest standing DSP partners, Scoota, shares examples of the performance uplift they've seen. Host Philippa Evans, Associate Director - Programmatic at JCDecaux, and Hannah also delve into how to leverage programmatic capabilities to really make your creative pop! Read the summary below or listen to the full podcast here.

How did you get involved in programmatic digital out of home, and how would you say your early experiences compare with the way you work and see the industry today?

“ As a team and a platform, we came from a display background and initially it was difficult to pin down the most appropriate people to speak to at agencies. In some cases, agencies looked at prDOOH as something that sat with the programmatic display teams, in other

cases the thinking was that because it's OOH, prDOOH should sit with OOH specialists. Now that has pretty much disappeared and most agencies we speak to are very happy to look at a cross-channel approach. ”

What are the three biggest things that have shaped positive change in the in the prDOOH industry?

“ Cross-channel adoption has opened more doors; it's exposed more individuals to the benefits of prDOOH and how it ties into other strategies and channels. It started with mobile display but now we're seeing other channels like social media, audio, and TV being bought into the mix with prDOOH. ”

“ Additionally, the adoption of audience data has driven positive change and benefits for brands. With prDOOH, unlike desktop, tablet, and mobile, marketers are working with a one-to-many channel rather than pinning down individuals and showing them ads. By bringing in prDOOH you're adding an extra layer of context to those online ads which boosts performance. I think we'll see more data partners coming into the space too because being able to include more information within creative on the HTML creator side of things and being able to bring in live data feeds really adds value. ”

Are buyers fully capitalising on the targeting opportunities that are available in prDOOH?

“ It depends on the goal of the campaign. Sometimes we get briefs where a brand wants to run on one panel for a short amount of time which is perhaps better done with a traditional buy. On the other hand, we also get briefs for big nationwide campaigns with big budgets but very basic, traditional targeting. In those cases, we'll drive a conversation about how we can push that bit further and we look at, for example, different creative variations and how we can deliver those at different times of day to slightly different audiences. This approach still achieves a broad reach but in a way that goes further in terms of contextual relevancy. ”

“ There are also untapped opportunities to get involved in creative conversations early in the campaign planning process and leverage data and targeting insights in the creative design process. From time to time, you do see outstanding creative strategies alongside the delivery strategy, but I think there's much more scope for that to happen more often, that's the missing jigsaw piece at the moment. ”

How can technology platforms and media owners help brands and agencies improve their creative strategy?

“ We ran a campaign for the women's football Euro's last year which had a creative element that was a first for us. Each lioness had their own creative execution and we wanted to deliver each of those executions in the player's hometown. So rather than having 20+ different creatives that needed to go through moderation and approval, run separately, and have different budgets associated we created a single creative file containing all of the different variations. ”

“ Because the campaign was programmatic, we were able to deliver that single creative unit and at the point winning a bid in the auction automatically use the panel ID to determine which creative to show. It was a much more straightforward execution and ultimately and it was a great step forward for us and it's something we do all the time now. ”

“ A few years ago, in Italy, we worked with Martini to use prDOOH to direct consumers to bars that had a specific cocktail available. We included a map within the creative as the biggest focal point so it looked very much like an information board. On those maps we showed the exact location as well as the location of the closest bars where the Martini cocktail was available. There was a QR code for discounts and offers in the creative too so we could also track footfall and sales. Today, there's more technology to automate that type of creative strategy. ”

What performance uplift does create creative deliver?

We get a lot of different brands and partners wanting to measure the effectiveness of prDOOH in lots of different ways. For example, with cross-channel campaigns, one of the big things we are asked to measure is how prDOOH influences display performance. In those cases, we typically see CTRs on the display side being two to three times higher when prDOOH is running.

We often have brands who include QR codes and creative and they use interaction with those as their measurement of success. Sometimes there will be some kind of discount code available through the code and we can use the outcomes from that as the measure of success. We also measure store footfall uplift for our bricks and mortar clients. When the creative is on point and there's a clear direct message to consumers to go to a particular store because it's nearby or to grab a certain product because it's on offer, we typically see an uplift in footfall of 20-30%.

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Get in touch to learn more about prDOOH: uk.programmatic@jcdecaux.com