

## EPISODE 2 How to Prove PrDOOH Drives Incremental Revenue

One of the questions we get asked most often is how brands and agencies can prove that programmatic digital out of home drives incremental revenue.



In episode 2 of the Life in Programmatic Digital out of Home podcast, Tom Elder, Strategy and Planning Partner at Open Partners reveals to Philippa Evans, Associate Director, Programmatic at JCDecaux UK just how to crack this measurement conundrum. Read the summary below and listen to the full podcast here.

### How did you get involved in programmatic digital out of home, and what have been your top three highlights so far?

“ I’ve worked in programmatic media for ten years now, and when I was at Dentsu in Manchester, I worked on one of the first prDOOH campaigns in the UK with JCDecaux UK for Virgin Active in 2018. That was a really amazing experience at the time because we were doing something truly groundbreaking and it was a fascinating thing to just be involved in. We worked with the engineering teams at both JCDecaux UK and MediaMath, which was the client’s DSP at the time - it wasn’t without its challenges, certainly, but it did come off without a hitch in the end. ”

“ More recently, we’ve been exploring a lot more use cases for prDOOH. For one of our clients, a national chain of pubs, we’ve been able to do some really clever things like measuring footfall and the number of people who were exposed to our prDOOH campaign and then went on to visit the website. Being able to be selective about the targeting based on the sort of different types of people that visit pubs during different moments (e.g. sports events) has really helped with efficiency too. ”

### What challenges do media planners face in prDOOH, and what can media owners (in collaboration with our tech partners), do to overcome these?

“ Over the last few years, working agency-side I’ve experienced working with lots of different ad tech vendors dipping their toes into prDOOH and progressing their offerings. I think the industry has done an amazing job of integrating data into different platforms and opening themselves up to programmatic buying. One of the big barriers that still exists is the planning tools

themselves. There are ways to do really great programmatic-led planning, but you often have to rely on external/third-party tools that specialise in people’s movement data to facilitate targeting. I would have expected by now that one of the DSPs would have developed a strong audience planning solution within their platforms. ”

### When you receive a brief from a client, how do you go about deciding on the best media mix, the budget allocation, the creative strategy, and what factors do you look for when you’re including prDOOH?

“ We have a centralised planning team within Open Partners and we have a three-step process that we developed for cross-channel planning which we call Rise. The first stage is a diagnostic process where we look at the marketplace our client exists in and their competitor set and we benchmark and look for inspiration. We consider what the marketing mix looks like for each competitor and then in our planning stage we use three different lenses to decide what the right channel mix is going to be. ”

“ The first thing we look at is an assessment of the relative amount of reach across the different channels that we can use. Then we use our proprietary media optimiser tool for econometric forecasting, taking around 400 previous case studies of econometric modelling across different sectors. This gives us a model of the best channels to invest in for maximum return. ”

“ PrDOOH acts as a broadcast medium but in a way that is super-targeted to exactly who we want with the ability to layer on contextual triggers or different strategies at different times of the day or weather signals or proximity-based targeting. That’s what increases relevancy beyond the basic targeting and boosts performance even more. ”

### What are the main challenges in designing, activating, and measuring omnichannel campaigns that include one-to-one channels alongside one-to-many channels?

“ The challenge really is that there are so many options, there are so many to reach people, so many different channels to consider. It can become overwhelming to a lot of people sometimes if you don’t have a good solid planning rationale behind the choices that you make. ”

“ Programmatic technology has largely made activating easier and gives buyers more control and transparency into pacing, but measurement remains a challenge for our industry in general. Especially for people like me that have come from a digital background where we’re used to having almost omnipotent views of how consumers behave online and the ability to track people through a complete user journey. ”

“ This makes agencies like us and brands think much more long-term about effectiveness and measurement and develop tools to be able to measure effectiveness and incrementality across any channel, rather than being too hung up on digital attribution. I think that is the secret to being able to invest with confidence in a lot of these channels. ”

### Can you share some examples of measurement strategies that you’ve used that have provided a clear insight into the value of prDOOH?

“ When you can test across multiple locations using things like footfall tracking combined with offline to online attribution in a platform like The Trade Desk which we use, that’s really interesting. What it allows us to do is on a day-by-day or even hour-by-hour basis understand the relationship between footfall or online action and prDOOH exposure. When we plot that out on a graph and compare when our prDOOH play outs happened to when we saw increases in footfall and online activity there’s a clear correlation. What we’ve been able to do after that is before, during, and after analysis of actual revenue to see whether the digital actions or the footfall increases resulted in an uplift in revenue and return on investment. Being able to get that view of incremental sales is key to justifying further investment. ”

### What advice would you give to a digital marketer who’s just starting out in prDOOH?

“ Embrace prDOOH as an opportunity because the amount of time people spend out of their home is significant. Plus, the ability to bring the context of where people are into your planning and apply logic based on people’s mindset in different locations, or what is happening around them really moves the needle.

The terminology might be different, but in prDOOH you’re thinking about the same things most digital programmatic planners will be thinking about when they’re planning display campaigns - if you want to get involved in prDOOH just try and adapt that thinking to DOOH as just another type of digital placement. ”