S3 Episode 8
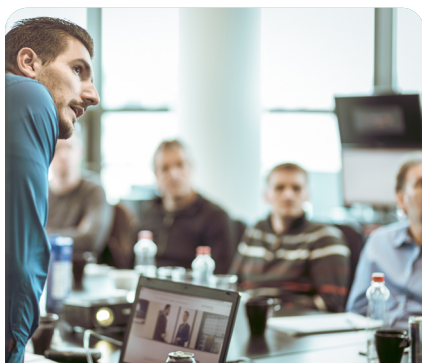
Data, Creativity and the In-housing Dilemma

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Over the years there's been a lot of talk about in-housing, especially programmatic channels. In this episode of Life in Programmatic DOOH, our Associate Director – Programmatic, Jon Mundy is joined by Dan Larden, Head of Media at ISBA to unpick what it is that drives the longevity of the in-housing conversation, current trends, benefits, and what media owners can do to support brands that choose to in-house some or all of their programmatic DOOH planning and buying.

What role does location data play in omnichannel programmatic advertising?

Back in 2016, when I was agency-side, in-housing was all anyone was talking about. Questions like, which channels to do first (usually paid search, paid social, and to a degree programmatic)? How do you do it? Then, it was very much about gaining efficiency, having a single view of planning, and brands taking control of their data and I think there were a lot of advantages to in-housing.

Fast forward to today, I think fewer big brands are looking to take 100% of their media in-house; but there's a trend towards a hybrid model with some paid media being bought in-house and some through an agency, or with creative being done in-house and buying done externally. One of the advantages of a hybrid model is that it still allows talent to be nurtured in an agency environment where you get to learn multiple channels and work across several brands, but the brand has greater control over say creative or data – two areas where arguably people on the brand-side have more knowledge than agencies because they live and breathe their brand on a daily basis.

With pDOOH, I think there's a real opportunity for brands that can in-house part of the creative process and leverage sales data or other first-party data for dynamic creative optimisation (DCO) and testing creative before a campaign goes live.

How scalable is location targeting and what's the impact on measurement?

When people see their campaigns in the real-world, they get excited in a way that you just can't when you see your ad on a mobile or a laptop. Also, people who are very accustomed to data, real-time optimisation, and ROI-based campaigns get excited about pDOOH because the accountability and measurement is comparable to other programmatic channels now, and it's completely transparent.

When programmatic teams realise what they can do with DOOH programmatically and how it can impact broader campaign strategy and

performance they get excited because they can now do something that they've never really been able to do before. And that something is much more exciting than buying another social campaign, for example.

I think it remains an untapped opportunity and that the moment that a brand realises that they can not only see their ads on the big screens, for example, at Waterloo station in London, but they can also see the cost down to an impression level, and then correlate that with other channels and see the positive impact pDOOH has on other channels and organic traffic – that's a really powerful game-changer. It's a chance for brands to totally rethink how they approach OOH and their broader programmatic strategy.

What can media owners do to best support brands and help them get the most out of programmatic?

I think media owners are well placed to help brands understand the creative opportunity and the potential that pDOOH has to offer in terms of flexibility and transparency. Also, media owners can help brands (and agencies) better understand the skills that are needed to make pDOOH a success and, of course, understand what the future of pDOOH looks like. From a brand perspective, that kind of knowledge helps when it comes to internal recruitment to make sure you have the right skills in your team to either handle media buying, or to complement the skills your agency team has.

Listen to the full podcast here

Get in touch to learn more about pDOOH:
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