

S4 Episode 3

Unpicking the Latest Trends in pDOOH



Gavin Wilson,

Chief Global Customer and Revenue Office, VIOOH



New research from leading premium global supply-side platform (SSP) VIOOH, JCDecaux's SSP partner, reveals that UK advertisers have strongly embraced programmatic DOOH. In the past 12 months, half (47%) of all DOOH campaigns bought by participants in the research were always or usually exclusively programmatic. Furthermore, investment in pDOOH is set for substantial growth, with research participants predicting a 29% average increase in spending over the next 18 months. In this episode of Life in Programmatic DOOH, Philippa Evans, Associate Director, Programmatic, JCDecaux UK is joined by Gavin Wilson, Chief Global Customer and Revenue Officer, VIOOH to discuss the findings in more detail.

What is it about pDOOH that keeps advertisers coming back for more?

"Outdoor in general is an incredibly valuable channel – hugely visible and great premium locations. What programmatic does is it incorporates a greater degree of flexibility and enables planners to buy DOOH side by side with other channels and move budgets seamlessly from one channel to another. It's also incredibly affordable when you compare it to say, connected TV (CTV) and other digital channels. There are also great measurement options in pDOOH

including brand awareness, ROI, and cross-channel uplift which gives buyers comfort that the channel is worth investing in."

What are the common challenges in pDOOH and how can buyers overcome them?

"Education and understanding how pDOOH can be fully utilised alongside other channels remains a challenge. There's no right or wrong to gaining that understanding, a lot of it boils down to experimentation. You need to be really clear as a marketer about what the ambition is, who's the target audience, is it an upper funnel or lower funnel campaign, are you targeting loyal customers or net new customers etc."

"There's also still a question mark around ownership of budgets but the agency world is changing and always evolving and we're seeing more precise accountability, be it a digital team, a programmatic team or an outdoor team which is great progress. Thankfully though, when we compare pDOOH to other channels there are relatively few challenges facing us right now."

Non-guaranteed campaigns are becoming more popular, why do you think that is?

"I think it's a natural evolution as more buyers understand the ecosystem and the added flexibility non-guaranteed brings while still facilitating real-time audience targeting. We're seeing this a lot from the demand-side platforms (DSPs) where they're using certain data triggers to create more optimal buying conditions and getting really high value. Non-guaranteed is also more akin to other programmatic channels where it's more of an audience buy rather than an inventory buy."

What are the key trends revealed in the research when it comes to budget allocation and who's planning and buying pDOOH?

"We're still seeing that a lot of the specialist media agencies are key in determining who buys pDOOH and where the budget comes from. Also, a lot more pDOOH buyers are using DSPs managed services for planning and buying (a 30 percentage point increase year-over-year), and those DSPs are helping to influence how budgets are allocated. In terms of year-over-year growth in new pDOOH budgets, we see strong growth primarily driven by agencies rather than advertisers which shows they really understand the value of the channel."

According to the research, what are the key requirements for further growth of pDOOH and who should be responsible for driving them?

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What advice would you give to someone looking to get started in pDOOH?

"It depends on where you are with your knowledge and your thought process, but it's an incredibly simple channel to get involved in. I always tell people to talk to media owners to understand the opportunity and understand the differences between a direct buy versus a programmatic buy. Then look at how they work together and how they can fulfill your needs."



Listen to the full episode here

Visit our Programmatic Intelligence Hub to learn more about how pDOOH can help you achieve your goals, or get in touch with the team uk.programmatic@jcdcaux.com