



## S5 Episode 2

# Why Data, Collaboration, and Bravery are key to success in pDOOH

To pinpoint the key principles behind successful omnichannel programmatic DOOH (pDOOH) campaigns, JCDecaux, in partnership with MTM, hosted an interactive online discussion forum bringing together 25 pDOOH experts from DSPs and agencies for an asynchronous group discussion. In this episode of Life in Programmatic DOOH, Jon Mundy, Associate Director – Programmatic at JCDecaux is joined by one of the discussion group participants, Alan Meech, Senior Associate Director – pDOOH at EssenceMediacom. Read on for a summary of the episode or click here to listen.

## How do you identify whether pDOOH is a good fit for a client brief?

"You have to start by asking if there's a role for OOH before you think about whether it should be bought programmatically or traditionally. I work closely with the OOH team at Mediacom to determine if there is a role for OOH and if there is we then consider whether there's a role for pDOOH. We ask ourselves questions about the campaign and the audience to understand if we need a data-driven, programmatic, approach or if we'd be better off with a wide-reaching traditional buy – or a combination of the two.

We take an audience-first approach, so we ask ourselves can we find the target audience with traditional targeting, or do we need additional data to reach them? If we need data, we look at the data sources available to us and then we determine if the audience is big enough to justify investing in pDOOH.

For most of the briefs we receive, there is a role for pDOOH sometimes it's in conjunction with traditional buys, sometimes it's in conjunction with other programmatic channels, occasionally it is as a standalone piece of activity."

## What are some common objections to pDOOH and how do you overcome them?

"Measurement – and more specifically attribution – is often the first thing that comes up regardless of whether you're talking about traditional or pDOOH. It's very easy for people to over emphasise last-click attribution and not consider

the fact that those people who are clicking have been teed up because they've seen a fantastic piece of OOH advertising – which could easily have been programmatic. Another factor that prevents ideal measurement in pDOOH is that budgets are not always big enough to generate sufficient audience and performance data.

Additionally, not integrating clients' first-party data can hold measurement back. Sometimes it's not easy to access the data, and in some cases, the volume of data can be overwhelming but when you can marry up campaign data with first-party data you can prove the effectiveness of pDOOH campaigns.

We have some fantastic people at Essence Mediacom who are working with client's first-party data, e.g. footfall and sales, to correlate that with pDOOH but it does take time and effort and requires that first-party to be made available by the client. Ultimately, it's about collaboration and communication between agencies, clients, and media owners."

## How can brands maximise the performance of always-on pDOOH campaigns?

"TUI is a fantastic example – they use pDOOH in a really smart way using minimal first-party data. For example, they target audiences within a specific radius of UK airports using bespoke creative based on location and audience insights. They have multiple target audiences and we work closely with DOOH.com to develop and run dynamic creative to ensure we're putting the right message in front of the right people in a consistent manner. This enables us to build brand awareness while leveraging messaging that's highly contextually relevant. In the last four months we've run over 1,800 different messages through pDOOH which demonstrates just how granular we're able to get with minimal data.

Forming the bedrock of your activity through pDOOH rather than running short (e.g. 4-week) campaigns on and off can really pay off when you take a long-term view like TUI. It's not right for every brand, but I'd like to see more clients replicate this strategy.

JPMorgan also run always on pDOOH campaigns which we plan for a year out which is possible because programmatic affords us the flexibility to optimise and make changes to the campaign in-flight. In an ever-moving world having the control and flexibility to make changes to creative, targeting, or budget quickly is important to marketing and

brand managers – it provides more confidence in the investment.

Having clients that are brave enough to run these long-term campaigns also helps to overcome the measurement challenge because they give us plenty of opportunities to measure performance. Not only is it incredibly beneficial to the clients that run these long-term campaigns, but it also helps the industry as it gives us great case studies to share."



Alan Meech,

Senior Associate Director – pDOOH, EssenceMediacom

## In your opinion, which of the seven key factors for success that we identified in the research are the most important and why?

There are two that really resonate with me – firstly 'collaboration and communication is key and secondly 'fully utilise the data driven capabilities of pDOOH'.

I think it's really interesting how the research has shown that pDOOH practitioners are, broadly speaking, all experiencing similar barriers and having similar successes but all taking slightly different approaches. This tells me that more collaboration within the channel is needed as well as collaboration with other channels, cross-channel planning teams, and brands.

Success comes when you work with teams of people to make a whole campaign. For me at EssenceMediacom that might be working with the OOH team, or the social media team, or the digital team. Generally speaking, pDOOH is going to be part of a bigger media mix and success comes from that collaboration across all channels.

I think anyone who is running pDOOH without using the data-driven capabilities needs to ask themselves why they're doing it. There's so much potential in data – whether it's in the planning and activation piece or using data for dynamic creative optimisation (DCO), or to optimise delivery. I think sometimes people go a bit too far down a data rabbit hole – just because there's a lot of data doesn't mean you have to use it all – but data is key, just use it in a sensible way.



Listen to the full episode here

To find out more about how JCDecaux can help you reach your advertising goals through programmatic DOOH visit our Programmatic Intelligence Hub or get in touch with the team [uk.programmatic@jcdcaux.com](mailto:uk.programmatic@jcdcaux.com).