



## S5 Episode 5

# The Secrets to Success in pDOOH? Omnichannel Planning, Activation, Optimisation, and Measurement



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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, Mark Halliday, Director of Programmatic at JCDecaux is joined by one of the discussion group participants, Alik Radley, Group OOH Strategy Director, Publicis Media. Read on for a summary of the episode or [click here to listen](#).

## How can agency teams identify whether pDOOH is a good fit for their clients?

"For me, it's about assessing relative value – you need to be sure that buying DOOH programmatically will add value for your client over and above a traditional buy. To get to this point, planners need to have the answers to certain fundamental questions. Some of these are logistical, e.g. does the campaign need to be switched on and off? Is there a data signal that can be used for targeting? If so, is that data consistent, or is it volatile? Is there opportunity for an omnichannel buy?"

"Some questions are more emotional, e.g. has the client asked to explore programmatic? There's a lot of interest in the market so that that does come up quite frequently. Do they have specific sites that must be on plan? Being able to activate out of home programmatically is exciting and has the ability to deliver fantastic, contextually relevant content but as an agency, we need to be able to justify its use."

## Do you think brands are making the most of the data-driven opportunities in pDOOH?

"We're lucky because at Publicis data integration has been a big focus for us for many years. We champion a single source of truth and have in-house data specialists who work on connecting data across different channels and finding data signals to enhance media buys. We're very open with clients about how they can use their own data but the out of home industry in general lags behind other channels in terms of how much live data is used in the activation of campaigns."

"The fantastic thing about pDOOH is that it's pushing the industry to make the most of the dynamic capabilities that the infrastructure offers which is really exciting."

## Do you think there is a need for pDOOH specialists or should agencies focus on developing omnichannel skillsets?

"I think that if the quality of service that a client receives is consistent, and lines of communication between teams are open, then either route can be effective. However, when you have multiple parties with a vested interest in the same channel it can be challenging. We're fortunate at Publicis to have a culture that fosters connecting teams to deliver great work for clients."

"With pDOOH, there are pros and cons to having specific talent assigned to the channel. We've focussed on growing pDOOH skills in both our programmatic and out of home teams through knowledge sharing and working groups and ensuring that the right people in the business stay close to how the opportunity is developing. Because we have this collaborative approach, the ideas for a great pDOOH campaign can come from anywhere in our business."

## What are the main benefits of pDOOH and the reasons it works so well for certain use cases?

"The first thing to consider is access and the importance of long-term brand building in an overwhelmingly digital advertising world where loyalty between brands and consumers is key. Bigger brands know that out of home has a fundamental role to play here and they have dedicated agency resources to achieve their brand goals across one-to-one and one-to-many channels."

"I think pDOOH has created an opportunity for brands that

might previously have been very performance-focussed to benefit from out of home's ability to build brand awareness, drive trust, and deliver scale. This is something that I think will be a big driver of growth in the channel."

"Programmatic capabilities also help with the immediacy and relevance of a campaign, and it certainly presents huge advantages, but we have to remain mindful it's not the only way to execute a targeted out of home campaign. It goes back to the question of whether the data you want to use for targeting is relatively static or volatile – if it's static then the traditional route might be best, whereas if the data is volatile, or offers the ability to personalise advertising then programmatic might be best."

"Programmatic DOOH comes into its own when you can use data to really engage with how a consumer is feeling in the moment based on a changeable data trigger – that's the real benefit for me."

## From a measurement perspective, what do you think are the key things to get right with pDOOH in omnichannel buys?

"Connecting data points and demonstrating the effect of different media or marketing plays on real business results. I think the best campaigns isolate a single customer view and optimise reach and frequency with real-time tracking of harder metrics such as sales."

"On an agency level, it requires alignment of values, some bravery, and willingness to test with absolute clarity on the role of channel. Regardless of how it's bought, out of home can wear many hats and you need to be clear on the specific role you want the channel to play in any given media plan."

"For me, omnichannel measurement or case studies that show that campaigns are more effective when they layer several consumer touch points, paid or not, are key. And of course, using first-party data makes for compelling measurement and also shows the level of trust that's been built between a client, their agency, and other partners."



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).