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Life in Programmatic Digital OOH Podcast

Understanding the unique benefits of programmatic DOOH in an omnichannel context

S4 Episode 6

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Group Sales Director, Hawk and Senior Digital Media Director, UM Central

From receiving a brief to measuring campaign performance and everything in between with Jennifer Richards, Group Sales Director, Hawk and Aaron Gautier-Lamb, Senior Digital Media Director, UM Central, hosted by Dave Mullan, Account Director – Programmatic, JCDecaux UK. In this episode of Life in Programmatic DOOH we delve into the agency and demand-side platform perspectives on audience planning, omnichannel activation, and measurement of omnichannel programmatic campaigns.

When you receive a brief from a client, how do you decide which channels to include in the campaign media mix?

Aaron: "The first thing we do is to interrogate and investigate the brief and pull out as much information as possible and work out which is the key KPI, as there are usually several in the brief. That leads into the audience work – figuring out who we need to reach to achieve the KPIs. Then we work with our internal strategy teams and align ourselves to the core truth that they single out. That process enables us to decide which channels are best for reaching the audience and which will have the most impact across that audience."

Jennifer: "When we receive a brief and all the good work that Aaron has done, we like to work backwards and think about the business objective and what the measurable KPI for that specific campaign is going to be and how we're going to tie those things together. Another important factor for us to consider is the creative execution, the messaging, and how many variations there will be. If possible, we like to see the creative ahead of time to make sure that that message ties in with the audience. Then, based on the audience, we look at which environments and locations are going to work best in programmatic DOOH to have maximum impact and complement any traditional out of home that might be running."

Do you have any preferred data sets that you like to apply in the campaign planning process?

Jennifer: "From an omnichannel perspective, there's lots of data points that you can apply across all programmatic channels but it's really important to understand how that data is derived and can that same data set be applied to as many channels as possible to make sure that the activation is all-encompassing. We also check that the data we use for planning and targeting matches up with any measurement we want to apply. This ensures that the learnings generated apply to as much of the digital campaign as possible which is really important."

Are there any specific factors that impact your decision to include pDOOH in the media mix and what roles do you want pDOOH to play for you and your clients?

Aaron: "The first factor that impacts the decision to include pDOOH is whether we have the right creative. I'm a big believer of making sure the creative is as bespoke as possible to each format and each channel you're running - I'm not keen on repurposing, say social assets and running them on pDOOH. Secondly, I look at how pDOOH can service the rest of the brief, the job we want it to do, and how we can measure performance. We consider how impactful pDOOH is going to be and for the majority of our clients it's an awareness driver, and a powerful way to deliver messaging. It's high impact, big format, and has higher dwell times than other channels so it's a place you can land key, core messages from your campaign."

Jennifer: "For me, out of home is a trusted legacy channel with vast scale and it's a great brand builder. Programmatic DOOH is all of this and more because we're able to stitch it into a wider digital strategy. Also bringing a data-driven approach to trusted, more traditional, channel adds value to the channel and the overall strategy.

"Furthermore, with good measurement in place, we can understand how each channel plays a part to add value. When we've included pDOOH as part of an omnichannel campaigns, we've seen uplifts of over 30% compared to campaigns that haven't included pDOOH."

What are the main strengths of pDOOH – what's the unique value for you and your clients?

Aaron: "For me, the value lies in two places; firstly, there's the data that we can apply to pDOOH pre-campaign in the audience build and during the campaign that genuinely makes it more efficient to reach audiences through out of home than it ever has been before. This basically means that there's more media spend available on your plan because you don't have to run at peak times or in expensive

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locations - it's a much more cost-efficient way to plan and run the campaign."

"Secondly, because we can apply certain data feeds to inform dynamic creative optimisation in pDOOH the proposition is unique and creates more impactful and personalised campaigns."

Jennifer: "pDOOH's main strength is its scale as a one-to-many channel. Its uniqueness comes from harnessing audience movement data which allows us to more effectively engage our audience throughout the day. By understanding our audiences' habits and their movements we can create the best advertising touch points in a cost-efficient way by increasing or decreasing delivery depending on where the target audience is."

What advances would you like to see in pDOOH?

Jennifer: "I'd like to see growth in AR, VR, and interactive formats to make advertising more immersive while still having all the benefits of programmatic activation. I'd also like to see attention measurement happening in flight, not just pre- or post-campaign to give us an additional layer of insights and data to help quantify the benefits of pDOOH."

Aaron: "I'm interested to see how AI is incorporated into dynamic creative optimisation and how that could supercharge dynamic, personalised creative within pDOOH. I'd also like to see more measurement of performance-based KPIs further down the funnel to help more clients justify investment in pDOOH.

How have you integrated pDOOH with other channels?

Aaron: "We tend to run pDOOH as standard within all our programmatic plans to ensure we have one central view across all our digital activity and so that we can manage frequency. Whether it's with audio, display etc. we've seen great success across several clients with strategies such as retargeting consumers that have seen our pDOOH ads with mobile ads to bring them through the funnel. Programmatic DOOH is used as standard across the majority of our campaigns."

Jennifer: "There's a specific activation that we worked on together targeting commuters in Birmingham where pDOOH was the perfect fit. We used footfall data to activate in specific rail locations when they were particularly busy. As part of the wider omnichannel strategy we included mobile and digital audio in the channel mix and used device ID isolation to sequentially message and retarget users who are exposed to our pDOOH activity on other devices throughout the day to reinforce the brand message and enhance awareness."

How do you overcome objections to adding pDOOH to the media mix?

Jennifer: "We look at the budget available and how many screens you can get on plan – you don't want to spread yourself too thinly so sometimes you have to consider whether pDOOH is the best use of the budget. Also, if a client is looking for hyperlocal targeting, that can be a limiting factor if there aren't many screens in that area. Finally, if the campaign objectives are very performance-heavy we have to work to prove that pDOOH could have a positive impact on those objectives and make sure the campaign is set up in the right way to lend itself to achieve the KPIs."

Aaron: "The main objections we face are to do with where pDOOH sits internally. We overcome this by making sure all our teams are aligned from the offset especially when there's cross-channel above the line activity. We don't really get any pushback from clients anymore, the majority of brands we work with have run pDOOH and seen good results."

What advice would you give to someone who's interested in trying pDOOH?

Jennifer: "Think about what you want to achieve and if pDOOH would be best as a solo activation or as part of a wider digital strategy. Think about your digital strategy and the strength that pDOOH could bring to that and how you will quantify it. Understand what data you have available and how it's derived. For example, are you already using contextual placement or search data or movement data? If so, how can this fit into a wider omnichannel approach that includes pDOOH? Finally, make sure that the creative and the message marries up with your KPIs and your audience and link that together with any measurement you're running.

Aaron: "Partner with an expert to help you navigate the process and deliver the best campaign possible. Secondly, you don't need loads of budget to do pDOOH and because it's programmatic you can easily test things and overlay different data sets to make sure that your campaign is working for you and your clients. That approach helps alleviate any concerns people have about trying something new. If you do all those things, it will inevitably lead to repeat campaigns and bigger budgets."

Listen to the full episode here

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