



S5 Episode 3

Real-time Optimisation and Dynamic Creative are the Big Wins in Programmatic DOOH



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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, Jon Mundy, Associate Director – Programmatic at JCDecaux is joined by one of the discussion group participants, Rob Handley, Addressable Strategy, Associate Account Director at Kinesso. Read on for a summary of the episode or click here to listen.

What are the main differences between programmatic and traditional DOOH, how do you explain these to clients?

“The buying process itself is different, traditional DOOH involves manual negotiations and long-term contracts, while pDOOH is automated and data-driven making it more flexible and enabling you to be reactive in the way that you buy. You can adjust campaigns in real-time, for example, including or excluding geographic areas and managing CPMs. There’s no need for fixed planning or pricing from the get-go.

“There are differences in measurement and attribution too. Traditional DOOH primarily uses reach and impressions while pDOOH can provide a lot more granular metrics and real-time campaign performance.

“Finally, and this is arguably the crux of it, there are more creative opportunities with pDOOH enabling us to be really dynamic and contextually relevant with live triggers which means ads are more personalised to the target audience and this opens up the channel for mid-funnel objectives not just upper funnel.”

One of the objections that sometimes comes up is that pDOOH is a relatively expensive channel – how do you overcome this?

“You need to be clear and transparent about the value of the channel. Yes, pDOOH can come with higher CPMs compared to traditional DOOH but you’re getting better targeting, real-time optimisation capabilities, and

data-driven insights. These all improve efficiency and effectiveness, so yes, the CPM might be higher but when you’re transparent about what you’re getting for the additional cost the value is clear.

“When we’re comparing pDOOH to other programmatic channels we need to think of it as part of an omnichannel strategy that combines digital-style buying capabilities with the impact of the large screen, plus all the other benefits of pDOOH. I think that’s where the transparency needs to happen to enable clients to really understand what they’re paying for.”

You’ve run some great long term pDOOH campaigns alongside traditional OOH, programmatic display/video, mobile, and social – can you share what the benefits of adding pDOOH to this mix are and how you quantify them?

“There are two main benefits, firstly, pDOOH extends the impact of traditional DOOH, and secondly, it complements other digital, social, mobile, etc. channels running alongside it. We use data signals such as mobile geolocation and first-party data to ensure consistency in measurement across multiple touch points and we regularly refresh creative just like we do with other programmatic channels – it’s great to be able to bring that reactivity into OOH.

“Programmatic campaigns also enable us to be more contextually relevant with dynamic creative optimisation to, for example, promote offers or sales for clients and measure footfall and return on investment. Plus, programmatic enables us to ensure that the creatives we’re running in OOH environments mirror what we’re running on social and other channels.

“At Kinesso, when we recommend pDOOH, we focus on the value of the channel in an omnichannel context regardless of which other channels we’re looking at. The media landscape is a diverse ecosystem and it’s important to look at everything that pDOOH can do and showcase how it works alongside other channels and compare performance versus when those channels are running alone.”

Can you share with us one of your pDOOH campaign highlights?

“Last summer we received a very open brief from a client – a sportswear/fashion brand that enabled us to do a lot

with pDOOH. We aligned their brand goals with calendar, cultural, and sporting moments and tapped into these across pDOOH and social. This drove really high-impact moments that aligned with the brand’s values. We also had access to the brand’s first-party data which allowed us to serve strategic ads to relevant audiences around new product launches and key events that they sponsored.”

What’s your take on the current level of creative excellence in pDOOH? Are there any specific blockers to optimal creativity and who should be responsible for overcoming them?

“I think creative is always going to be somewhat of a blocker but there’s so much you can do especially with custom creative and dynamic creative optimisation. Many pDOOH campaigns still use a static DOOH ad rather than taking full advantage of real-time capabilities – I think this boils down to a lack of awareness and knowledge and the fact that the channel is still relatively new.

“I think agencies need to be responsible for educating clients as to the possibilities of the channel and how pDOOH can bring a wider campaign to life. There is an argument to be had that creative is one of the more important parts of the overall campaign which is impacted by fragmentation and varying creative specifications and capabilities, making it harder to scale innovation. But I think when you have creative conversations very early on in the briefing stage, and when brands allocate sufficient budget to the creative process, you can easily get around these challenges.”

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

“For me, it’s number four: closely monitor performance and make in-flight adjustments to maximise results. This is what brings the channel to life and what helps us sell it in to clients. Being able to remain flexible, make real-time optimisations, adjust campaigns on the fly, optimise budgets to make sure we’re spending the budget as effectively as possible, and real-time reporting are the things our clients want to see.”



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@jcdecaux.com.