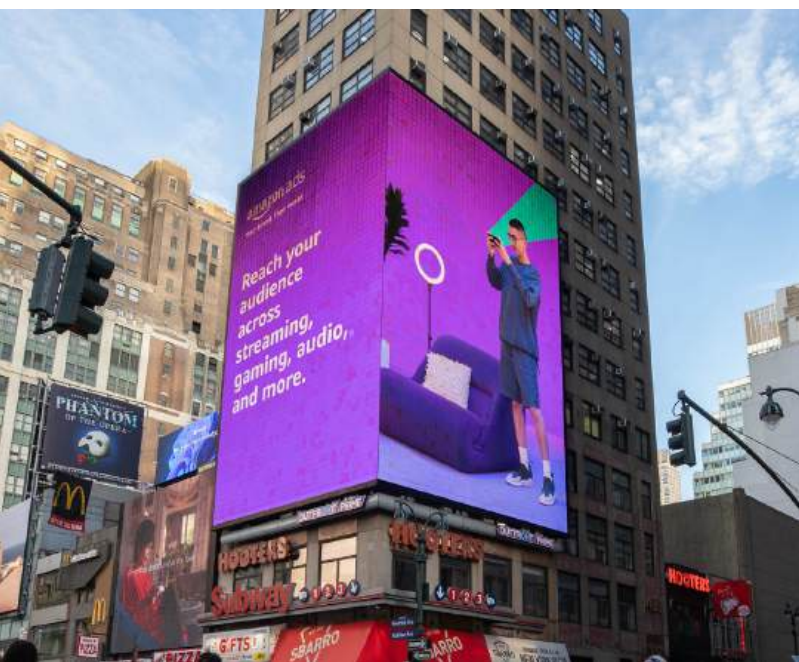


OUTFRONT/

UNLOCKING ENGAGEMENT

WITH THE POWER OF
DIGITAL OUT OF HOME



CONTENTS

YOUR PATH TO CAMPAIGN SUCCESS

- 1 WHY USE DIGITAL
OUT-OF-HOME?**
- 2 TARGETING
WITH PRECISION**
- 3 CHOOSING CREATIVE
THAT POPS**
- 4 DETERMINING YOUR
BUYING STRATEGY**
- 5 MEASURING
WHAT MATTERS**

DOOH IS REVOLUTIONIZING THE INDUSTRY

DOOH connects with audiences IRL, in the same way digital does online — it's a powerful way to extend your brand's presence across both physical and digital touchpoints while hyper-charging your other investments (search, social, etc.).

BENEFITS

Through programmatic tools and dynamic creative, DOOH delivers the precision, flexibility, and impact digital advertisers expect — but in highly visible, real-world environments.

Engage Audiences and Capture Attention

High-definition, adaptable, interactive, and dynamic content

Maximize Flexibility with Programmatic Buying

Efficient and flexible creative delivery that works seamlessly with your existing DSP's

Reach the Right Audiences

Real-time, hyperlocal geotargeting and contextual relevance

Measure Impact at Scale

Data-driven insights to evaluate impact and optimize performance

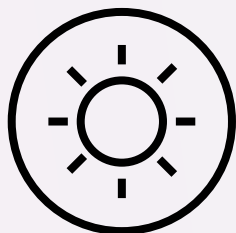
DEVELOPING AN AUDIENCE STRATEGY

To get the most out of DOOH audience targeting, you need to plan with intent. Consider how your audience strategy aligns with campaign goals, creative execution, and measurement frameworks.



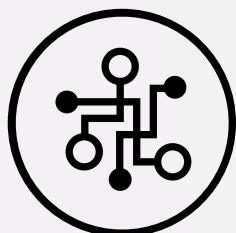
Match your audience strategy to your campaign goals

For brand campaigns, prioritize contextual relevance and creative impact. For performance campaigns, focus on measurable outcomes like foot traffic or mobile retargeting.



Use dynamic creative to enhance relevance

Tailor messaging to the audience's environment — daypart, location, or even weather — to boost engagement and recall.

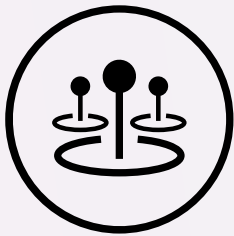


Integrate DOOH into omnichannel plans

Sync your digital audience segments with DOOH, mobile, social, and CTV to maintain consistency across channels and improve attribution.

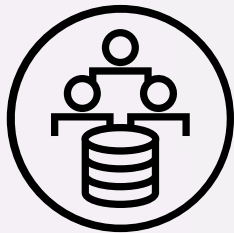
EXECUTING AUDIENCE TARGETING IN DOOH

DOOH delivers on strategic audience targeting by leveraging real-world data and dynamic ad delivery. This enables brands to reach the right people, in the right place, at the right time—with precision and scale.



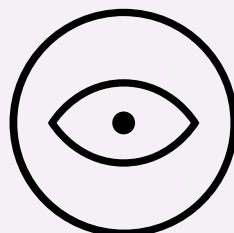
Target by Behavior and Movement

Leverage anonymized mobile and location data to identify and engage audiences — commuters, shoppers, sports fans — based on how and when they move IRL.



Trigger ads in Contextual Moments

Activate creative based on time of day, weather, or proximity to retail. Serve coffee ads during the morning commute or rain gear when the forecast shifts — turning everyday moments into brand opportunities.



Buy impressions, not just screens

Move beyond fixed locations. Buy audience impressions across networks of screens, aligning DOOH with digital buying models for greater efficiency and flexibility.

IMPACT WHERE IT MATTERS

Choose the right screen type to meet your unique campaign needs — each of OUTFRONT's assets offer a brand spotlight whether your target is on the subway or street-side. Each format type supports distinct creative approaches, allowing you to tailor messaging to the audience, context, and location for maximum impact.



Roadside Billboard

Reach travelers along major highways with impactful roadside billboards



Transit Shelter

Strategically placed on bus routes and in neighborhoods, transit shelters offer 24/7 visibility



Urban Panels

Situated above subway entrances, these street-level displays reach riders and pedestrians



Liveboards

Utilize video or static ads to capture consumer attention in high dwell time transit environments



Livecard MAX

Bring the power of digital into transit cars to engage audiences



Large Formats

Eye-catching, large format screens in premier locations

ADVANCED CAPABILITIES IN MARKET

As you plan, be sure to also explore creative options to supercharge your campaign.



Spatial 3D

Bring new dimensions to a DOOH campaign with 3D spatial content capability



Dynamic Digital

Utilize live data feeds and triggers to deliver contextual OOH ads



Content Control

Allow audiences to choose their own ad journey by triggering creative changes directly on DOOH assets using QR codes



Augmented Reality

Increase campaign engagement and user-generated content with dynamic storytelling experiences overlaid on real world locations



OUTFRONT's XLabs team can help develop innovative creative executions, from spatial 3D to Augmented Reality, that stop consumers in their tracks and extend the impact of your campaigns.

RULES FOR IMPACT

Regardless of which DOOH display you are designing for, visually, it should appear simple, relevant, and engaging.

Be Concise

Seven words or less is a standard OOH practice, we'd recommend even less.

One Message Only

Make sure consumers know the one thing that will get them to react the way you want them to.



Simplicity

Use negative space and static elements to create a cohesive, eye-pleasing ad.

Contrast is Key

When working with fonts, images, backgrounds or colors, maintain a level of contrast that keeps your ad legible and engaging from a distance.

One Point of Contact

Try to stick to one or less. It's hard to write a phone number down, so we recommend a short URL.

/STUDIOS

Need help with your creative?

OUTFRONT's STUDIOS, is dedicated solely to helping clients OOH creative best practices.

Typically included in your media program, our creative experts identify key design components for effective OOH advertising, ensuring your ad aligns with engagement characteristics and evidence-based guidelines.

CHOOSING THE RIGHT PATH

Each of these buy strategies offer specific operational details and use cases that can help determine the best fit for your campaign needs and organizational workflow.

	Programmatic	Digital Direct Ad Server	Direct IO
Use This When	You want flexibility, scale, and real-time optimization	You need a managed service with more control and guaranteed delivery	You want full control over site selection and guaranteed placements
How It Works	Purchase non-guaranteed digital ad placements via your DSP partner Buy against CPM and estimated impressions Access inventory across 30+ DSPs	Purchase guaranteed and non-guaranteed campaigns Buy against CPM and estimated impressions Supports flexible scheduling and pacing	Purchase static and digital placements via an insertion order (IO) Select specific assets, locations, and formats Guaranteed delivery
Best For	Audience and geo-based targeting, proximity to key points of interest, dynamic creative, dayparting and day of week targeting	Campaigns requiring delivery with less “hands-on” setup from the advertiser Advertisers that don’t have pre-existing relationships with a DSP	Brand campaigns, high-impact placements, and custom executions

MEASURING SUCCESS ACROSS CHANNELS

Measuring performance is just the beginning. To truly optimize future campaign planning, it's essential to understand how and why your DOOH strategy worked.

With flexible measurement tools, DOOH provides real business impact with the same precision and accountability you expect from digital.

Attribution

Choose from a range of solutions that align with your KPIs and measure up & down the funnel:

- Brand lift
- Footfall
- Website visitation
- App download/in-app activity
- Sales lift

Campaigns must meet minimum feasibility requirements.

Mobile

Unlock performance metrics for only the cost of the mobile media:

- Footfall
- Website visitation

Customizable extended measurement is available at \$25K+ mobile spend.

QR Codes

Track scans to your website or other destinations with a generated QR Code

OUTFRONT/