

The Programmatic Future of Digital Out-of-Home

A Guide from the
DPAA and Quotient





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*What unique advantages
does programmatic bring to
the DOOH space?*



Measurable ROI performance. Many brands may think of DOOH as primarily a branding vehicle, and indeed it is unsurpassed when it comes to attracting consumer attention to drive awareness—for new products, store locations, movie releases, etc. But with the ability to tie DOOH exposures to downstream consumer actions such as online and offline purchases, we can now quantify the direct-response performance of this powerful medium—and it works amazingly well. That’s especially important at a time when the direct-response capabilities of other digital channels are diminishing.

 PLACE EXCHANGE

- Ari Buchalter, CEO of Place Exchange

01

INTRODUCTION



A letter from Barry Frey



As advertisers continue to discover and leverage the programmatic capabilities of digital out-of-home (DOOH), I'm delighted to share this report that covers the exciting opportunities this space has to offer. Created in partnership with our friends at Quotient—which provides a leading demand-side platform (DSP) for programmatic DOOH activation—this report serves as an overview of the intricacies and innovations around programmatic DOOH and the unique benefits it can offer to marketers.

The programmatic aspect is key to DOOH's growth. Brands' recognition and use of DOOH is increasing because of our industry's ability to participate in programmatic platforms and integrate digital capabilities and smart data. This report will play an important role for brands and agencies as even more recognize the ease of tapping into DOOH and increasing its role in omnichannel plans.

We at the DPAA are excited about the growth of DOOH and want to ensure that key players and facilitators are up-to-date on the latest industry news. I hope you enjoy the information presented and come away with actionable takeaways from this report.



Barry Frey

Barry Frey
President and CEO, DPAA



A letter from Norm Chait

Quotient

Now is an incredibly exciting moment for the OOH industry. The infusion of audience-first, data-driven approaches to one of the oldest, tried-and-true media channels is creating opportunities for blue-chip brands and local businesses alike.

When Quotient acquired leading location technology company Ubimo in 2019, we understood that advanced DOOH DSP capability would enhance our media portfolio because of the way it allows advertisers to reach consumers across the omnichannel shopping journey. Now, as we're seeing more consumers embrace hybrid shopping behaviors where they move between in-store and online services, DOOH has indeed emerged as a dynamic tool for brands to bridge the divide between the physical and digital worlds. But the DOOH opportunity extends far beyond CPG. In spaces from entertainment to auto to insurance, leveraging real-time data to connect brands with their core audiences and measuring the success is what's driving the industry forward.

Undeniably, it's easy to be excited about the future of this channel! On that note, I hope this report will spark your excitement along with new ideas to fuel growth for your business.




Norm Chait

Norm Chait
Senior Director, OOH Practice Lead, Quotient

How can brands integrate programmatic into their larger media strategy?

“ Programmatic and direct OOH buying are coming to the fore, with brands using direct to establish a foundation of must-have OOH units and a baseline of reach/frequency, then a programmatic overlay that provides a layer for heavy up and optimization. The fact that programmatic DOOH is now available in effectively all major omnichannel DSPs has made its proposition even more compelling. With a few additional steps in a DSP’s workflow, a high reach and high impact channel can easily be bolted onto an advertiser’s omnichannel media mix. As those omnichannel DSPs further productize their planning, targeting and measurement capabilities this year, we’d expect this to unlock even more test opportunities that give OOH a chance to demonstrate value for brands.

 Clear Channel

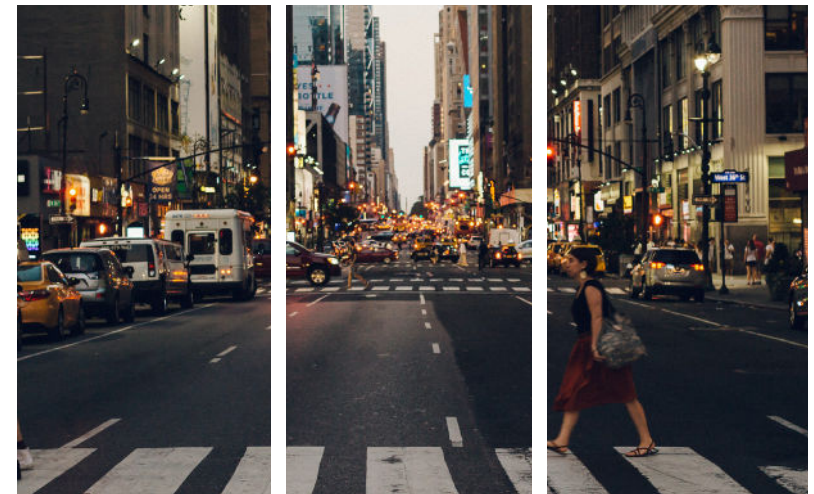
- Wade Rifkin, Executive VP and General Manager of Programmatic at Clear Channel Outdoor

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DIGITAL OUT-OF-HOME'S ROLE IN MODERN MARKETING



DOOH is experiencing a massive resurgence with the expansion of available screen inventory and the growing adoption of programmatic activation, which gives advertisers a streamlined way to bid on inventory in real time through an exchange. Automation software allows advertisers to further refine this real-time purchasing with strategic triggers for certain weather conditions, times of day, environmental triggers and more. For agencies and brands, this level of ease and granularity combined with programmatic buying's inherent flexibility opens up a variety of exciting opportunities for campaign strategy, measurement and attribution. And even more critically, DOOH allows advertisers to connect with digital audiences in the real world—linking online and offline touchpoints in measurable ways.





Today, out-of-home (OOH) enjoys a rapidly expanding sense of relevance with consumers and marketers alike. With the emergence of DOOH in the early 2000s, place-based advertising can work smarter and deliver quantifiable results—transforming the channel from a traditionally upper-funnel awareness play to a dynamic part of any marketer’s toolkit that can span the full breadth of the sales funnel, from upper funnel all the way to the point of sale.

While programmatic media has been available for other forms of advertising for well over a decade, programmatic DOOH

emerged more recently in the mid-2010s. Essentially, programmatic DOOH gives marketers flexibility by automating the way OOH ads are bought, sold and delivered to empower advertisers to nimbly respond to shifting marketplace conditions in a simple, streamlined way. This high-impact channel was crucial during the early days of the pandemic, but its relevance stretches even beyond that. Now that DOOH ads can be activated programmatically and used to strategically target key audiences at highly indexed locations, marketers can more easily integrate DOOH advertising into true omnichannel campaign strategies.

*How has programmatic
advanced DOOH?*



Programmatic has helped DOOH become far more measurable and, therefore, more easily planned and bought in cross-media executions.

DIGIDAY

*- Michael Burgi, Senior Editor of Media
Planning and Buying at Digiday*

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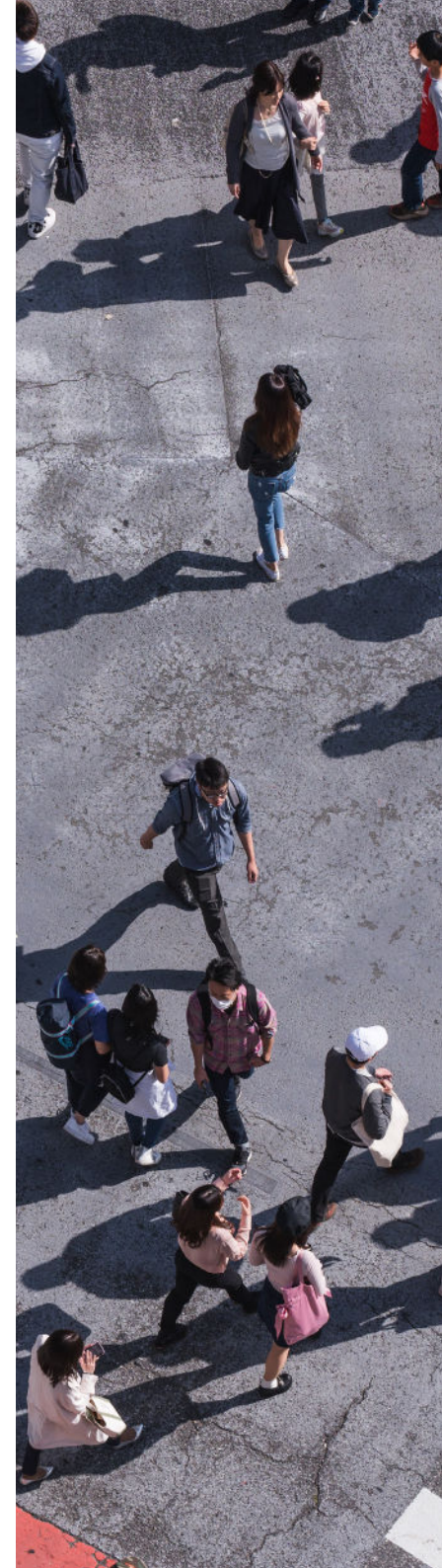
WHAT PROGRAMMATIC BRINGS TO THE TABLE



How Programmatic Out-of-Home Differs From Direct

In a typical direct OOH strategy, marketers make direct buys that prioritize specific ad venues for set amounts of time. Direct OOH campaigns can be comprised of static, digital, street-level or place-based inventory. These campaigns are most commonly planned and bought locally and often in four-week cycles, allowing advertisers to strategically select ad locations that are most likely to meet their goals.

Programmatic is the industry's term for the automated buying and selling of digital advertising.





For DOOH, a programmatic strategy adds greater efficiency, automation and control over the inventory bidding process and can enhance an advertiser’s audience-first approach. Specifically, the programmatic manner of buying makes it easier for advertisers to prioritize an overall impression goal against the brand’s desired audience while indexing against certain shopper behaviors. Like direct OOH, programmatic DOOH campaigns can include street-level and place-based screens, but the inventory is digital and dynamic rather than static.

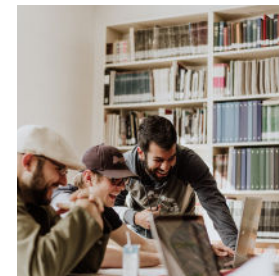
Programmatic DOOH campaigns can be planned either locally or at the national level. In either scenario, the streamlined buying process simplifies and orchestrates execution in contrast to the manual nature of direct OOH buying. The added flexibility of programmatic buying becomes particularly valuable when it comes to activation and moving impressions, allowing advertisers to run ads on specific days of the week and times of day, start and stop in the presence of certain environmental triggers, and adjust shorter or longer time-frames that make the most sense for each campaign.

The Benefits of Programmatic Buying

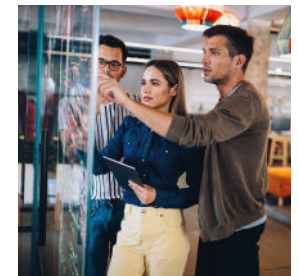
So, what benefits does programmatic DOOH have to offer? It boils down to three main points:



01 *Greater Control*



02 *Reduced Complexity*



03 *Variety of Strategy Options*



Depending on which demand-side platform (DSP) advertisers choose to work with, programmatic DOOH can offer a robust set of features and benefits—and its execution often differs from other forms of media given the uniqueness of OOH as a channel. Programmatic DOOH ads can be highly impactful given the way they integrate naturally into the real world. For example, because the channel exists across a variety of place-based venues and street-level environments rather than inside a phone or computer screen, there's no option to skip or block ads.

Programmatic DOOH can also offer a variety of targeting options, allowing advertisers to take a more creative approach to their media strategy. For example, a brand could target consumers with ads for a new coffee product during their morning commute or highlight happy hour specials on Friday afternoons.



Or they could go a level deeper by taking into account different environmental or local triggers. Are the pollen counts high in a particular region? Time to stock up on over-the-counter allergy necessities. Did the local sports team just score a big win? Inspire consumers to snag a bottle of bubbly at nearby retailers. Multiple targeting parameters can even be layered on top of one another to identify and reach niche audiences.

Most importantly, once the desired targeting options are set up, programmatic DOOH campaigns can be executed automatically with no further input

needed from the advertiser. This means that if an opportunity arises for a brand to promote its product, activation can be initiated in real time. Similarly, updates to creative and ad venues can be made as the need arises. If a specific product suddenly goes out of stock, advertisers can use programmatic DOOH ads to suggest an alternative option instead. Or, if an unexpected series of thunderstorms dampens a sunscreen brand's efforts to promote its line of products, automatic triggers can be deployed to shift ads to different locations where the forecast calls for sunshine.

*What sets programmatic
DOOH apart from other
media formats?*



For me, programmatic has a value proposition that falls into three buckets: flexibility, efficiency and consistency. With programmatic, we're able to easily accommodate changes like extended flight times or updated messaging. That flexibility hasn't always been so seamless. As for efficiency, within the context of programmatic DOOH, I'm talking about efficiency of time. If I'm buying on the open exchange, the whole is greater than the sum of its parts. Brands have a whole DOOH universe at their fingertips in a centralized way, and that creates efficiency with the buyer's time. And then, lastly, consistency in terms of using the same data across the whole universe. It's great to know that I can apply first-party data across a myriad of partners and not have to worry that I'm targeting slightly differently everywhere I go.



*- Adam Popkin, Group Director
at Horizon Media*

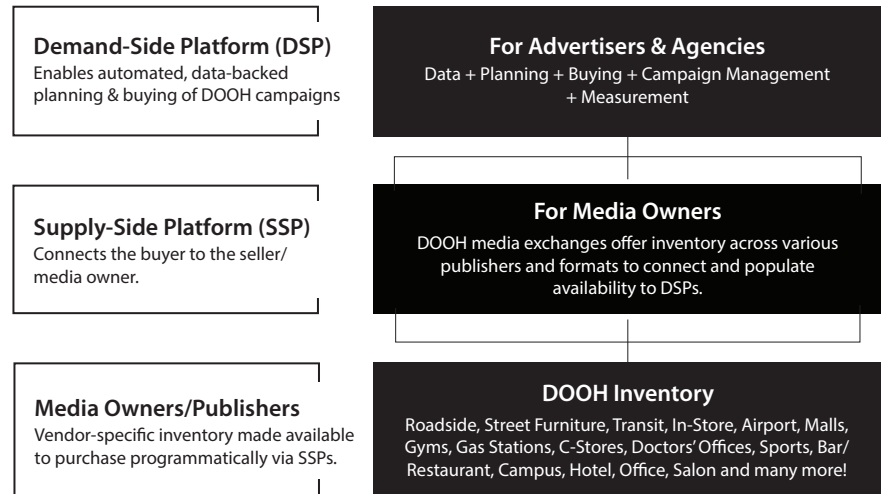
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THE PROGRAMMATIC ECOSYSTEM



Programmatic describes the automated buying and selling of digital advertising. In programmatic DOOH, layers of technology and data can be used to facilitate and enhance the buy. First- and third-party data can be applied during the planning process to ensure greater sophistication in dynamically targeting the right audiences on the right screens at the right time. Real-time bidding (RTB), weather triggers, time of day and day of week are all commonly referenced capabilities available through a programmatic approach. The buyer uses a DSP to access all the available programmatic DOOH inventory from publishers—more commonly called media owners in the context of DOOH. The media owners make their inventory, or supply, available to be bid on via any number of exchanges known as supply-side platforms (SSPs).

How It Works



What are some of the biggest selling points for programmatic?

“ For most OOH agencies doing programmatic campaigns, the flexibility aspect has been paramount. COVID showed us that the 60-day cancellation notice required by traditional OOH campaigns isn't very appealing to a lot of clients. Not only is flexibility an entry-level way to explain programmatic to clients or to get them to try it, but it's also been a way for us to maintain some media dollars that we might not have kept in 2020. Just knowing that we can be nimble removes a lot of the concerns that clients had about OOH and helps give them peace of mind to know that, moving forward, they can still buy this medium without having a commitment should they need to pause the campaign or change messaging or tactics. Flexibility is a major selling point for us, and I think it's here to stay because it's really helped us introduce DOOH to a lot of advertisers.



*- Chett Foltyn, Media Supervisor
at RapportWW*

What are some recent programmatic innovations that brands should be aware of?



It's a really exciting time for the industry, most of all because we're starting to achieve scale across different markets and format types. This is significant for clients who are ultimately looking to deploy campaigns and reach audiences at various key mindsets and times of day. In all those different environments, new vendors are coming to the space who offer inventory that wasn't previously available. This inventory availability is only going to assist in the growth of the channel as it becomes more scalable as a national opportunity. Programmatic is really offering brands a way to activate OOH nationally whereas before, they were more limited to smaller, more regional budgets.



- Adrian Witter, Director of Programmatic and Partnerships at Kinetic Worldwide

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WHICH DIGITAL OUT-OF-HOME BUY IS RIGHT FOR YOU?

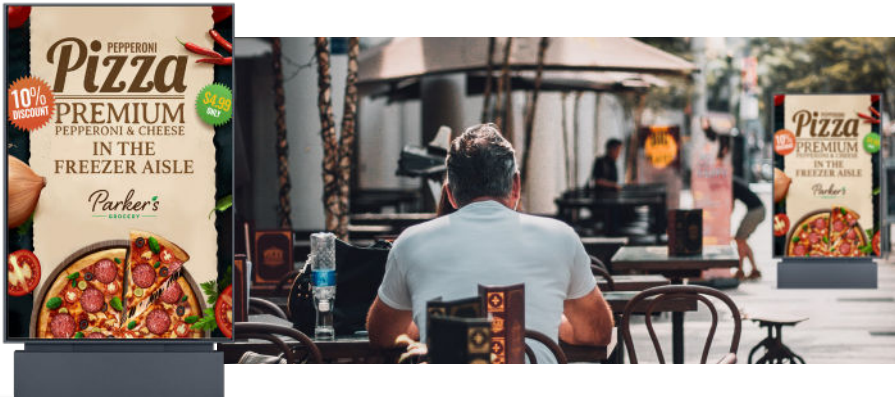


One of the benefits of programmatic DOOH is that it allows advertisers to choose a buying strategy that's right for them depending on whether they want to buy on an auction or non-auction basis. **Below are three of the most common types of DOOH buys and their respective strengths and use cases.**

Open Exchange

First up, we have open exchange buying. Also referred to as open auction, this strategy is the least restrictive type of programmatic ad auction. As the name implies, open exchange is open to all buyers and allows them to bid on any available DOOH inventory. Depending on the DSP, the process can offer transparency for buyers to spend at a range of CPMs. Open exchange inventories are limited, however, and cannot be guaranteed.

Potential buyers opt in to a list of SSPs through a DSP and receive the ad or impression call allowing them to bid on the inventory that meets their criteria. In the open exchange model, all bidders have an equal opportunity and the highest bid wins, though media owners can use blocklists and floor pricing to limit certain advertisers' access to the exchange. Compared to the other types of programmatic buys listed below, open exchange bids have the lowest priority when it comes to securing the inventory.



Private Marketplace (PMP)

Next, we have the private, or preferred, marketplace (PMP). These non-guaranteed, invitation-only buying marketplaces allow media owners to accept ad bids at a higher priority than open exchange, and, accordingly, PMPs tends to be viewed as higher-value inventory. PMP deals feature negotiated, transparent pricing that can include data and measurement fees. Buyers work directly with media owners to negotiate custom deals (identified with a unique deal ID) for the specific inventory they want. PMP deals can be structured as “always-on” or “evergreen” to enable access to a large breadth of media owners’ supply. When buyers are ready to start bidding, they will select the deal ID they’ve established with the media owner(s) and traffic the appropriate creative to match.



Let’s say you’re running a campaign for frozen pizza. You want to advertise on digital screens close to sports bars, grocery stores and basketball arenas during the March Madness basketball tournament, but you’re flexible on the types of screens, times of day and days of the week that your ads will run. The open exchange model is a great option to bid on a broad variety of ad venues that index well for your chosen audience. While you may not secure all the placements on your list, you stand a good chance at getting some

of them—likely at a lower price than if you had chosen a private marketplace or programmatic guaranteed strategy.

Benefits:

- Encompasses a broad reach of inventory
- More efficient and typically less expensive
- Accesses a deep list of media owners and format types

Use this model if...

Your campaign parameters are less restrictive and can be executed across a broad variety of venue types.



To illustrate how a PMP deal can work, imagine it's New Year's Eve in Times Square. Your brand is advertising a seasonal line of breath mints that consumers can purchase at nearby drugstores before their New Year's Eve kiss. You want to advertise on large digital billboards, bus shelters and street furniture within a certain vicinity of participating drugstores in New York City, but you can be flexible on the exact inventory and time

of day that your ads run provided they run at some point on your desired dates. PMP buying allows you to bid on inventory that indexes well against your chosen audience during the selected timeframe while remaining somewhat flexible on other aspects of your campaign. While this strategy is also feasible via open exchange, the prioritization of PMPs escalates the win rate.

Benefits:

- Increased prioritization over open exchange
- Negotiated price in which advertisers can make deals with the media owner for more favorable rates
- Greater visibility and access to the advertiser's desired formats and supply

Use this model if...

Your campaign requires a unique type of inventory but can be more flexible on the timing and exact ad slot.



Programmatic Guaranteed

Finally, we have the buying strategy known as programmatic guaranteed or programmatic direct. This bidding approach involves a more direct transaction between the media owner and buyer but still leverages the advantages of automation. Programmatic guaranteed allows for specific inventory, quantity and price to be negotiated by the buyer and guaranteed by the media owner, so advertisers not only know exactly what type of inventory they're purchasing and where it is located but also that it will reach the negotiated number of impressions during the allocated time period. In other words, the media owner sets aside specific inventory that is guaranteed for the advertiser. While this strategy hasn't been widely adopted in the programmatic DOOH ecosystem, more media owners are



beginning to facilitate this style of programmatic buy. Compared to open exchange and PMPs, programmatic guaranteed buys commonly have priority and can be more expensive to execute, although pricing may vary.

Picture this: A big health and wellness tradeshow is coming to town and you want to advertise your new line of supplements. You know that the attendees will be flying in and out of a specific airport, and you have a list of nearby hotels where they're most likely to stay. You can use programmatic guaranteed buys with each media

owner to lock in key digital inventory at the airport, hotels and conference center leading up to, during and immediately following the tradeshow for the peak hours when attendees are likely to be out and about.

Benefits:

- Guaranteed full delivery
- Guaranteed inventory
- Negotiated fixed price

Use this model if...

Your campaign involves a unique activation style that requires specific, high-priority inventory to be fully delivered.

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WHAT'S NEXT FOR PROGRAMMATIC?



Now that you've got a solid grip on how programmatic DOOH works and what experts in the space are saying, let's look at what's next for the channel. As DOOH becomes a more measurable, targetable and dynamic part of omnichannel campaign planning, marketers are taking note and increasing their investments accordingly.

That new investment is translating into innovation in the programmatic DOOH space through the simplification of complex planning and dynamic versioning of creative. As audience targeting becomes the way of transacting, the ability for media owners to easily support the capability known as dynamic

creative optimization (DCO) is growing in importance. Ads not only need to fit a variety of screen types but the creative for those ads depends on whether the campaign is running at multiple retailers, speaking to different consumer behaviors, or featuring multiple products. Versioning allows advertisers to leverage technology to create a variety of custom ads within the same campaign without having to manually build each one. The ability to identify and deploy the right message across thousands of locations and zip codes used to be a planning process that could take weeks; today it can be done in a matter of minutes. DCO maximizes efficiency and allows advertisers to truly leverage the streamlined capabilities that programmatic has to offer.



What are some common misconceptions around programmatic DOOH?

“ Some buyers who have not purchased DOOH programmatically may think that the process cannot be unified with other channels, but those who have know otherwise. From impression-based buying via private deals or open auction to audience targeting, creative approvals, third-party ad server tracking, campaign optimization and reporting and attribution, DOOH can be now bought using the same platforms and workflows as other channels such as online, mobile and social—creating massive efficiencies for buyers across the entire landscape of DOOH media.

 PLACE EXCHANGE

- Ari Buchalter, CEO of Place Exchange

*What are some recent
programmatic DOOH innovations
you're excited about?*



It's great to see programmatic DOOH continuing to expand its menu of data triggers that allow brands to serve hyper targeted creatives to their audiences. We're looking forward to seeing how programmatic DOOH's targeting (and retargeting) capabilities continue to develop, especially when it comes to connecting consumers' online and in-person experiences. For Grocery TV, that scenario could look like this: A student sees an ad for a university on YouTube, then later in the week during a grocery trip they see that same university contextually promote food discounts available to students.



- Ashley Nickell, Director of Marketing at Grocery TV

07

CONCLUSION



Programmatic DOOH creates a variety of new opportunities for agencies, brands and retailers alike. From the automated buying, selling and delivery of DOOH ad space to sophisticated targeting parameters to reach broad and niche consumer audiences across the sales funnel, programmatic activation has made DOOH a formidable part of any omnichannel marketing plan. We hope you found these insights helpful as you think about how to incorporate programmatic DOOH into your next campaign strategy.





About DPAA

DPAA is the global trade marketing association, driving the growth and digitization of out-of-home (OOH) media and its growing role in the omnichannel mix. DPAA has created a strong community environment in which members drive and promote their digital capabilities. DPAA is the business accelerator that fosters collaboration between agencies, brands and the DOOH community. It provides industry-wide research and best practices in areas such as mobile integration and programmatic and promotes the effectiveness of DOOH advertising. DPAA has spearheaded programmatic development, standards and adoption for the DOOH industry.

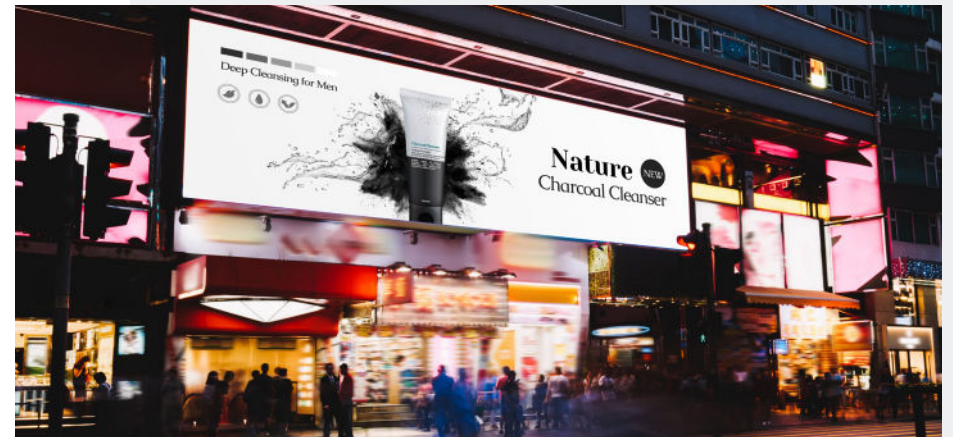
Visit dpaaglobal.com for more information.

About Quotient

Quotient is the leading digital media and promotions technology company that creates cohesive omnichannel brand-building and sales-driving opportunities to deliver valuable outcomes for advertisers, retailers and consumers. The Quotient platform is powered by exclusive consumer spending data, location intelligence and purchase intent data to reach millions of shoppers daily and deliver measurable, incremental sales.

Quotient partners with leading advertisers, publishers and retailers, including Clorox, Procter & Gamble, General Mills, Unilever, CVS, Dollar General and Peapod Digital Labs, a company of Ahold Delhaize USA, Amazon and Microsoft. Quotient is headquartered in Salt Lake City, Utah, and has offices across the US as well as in Bangalore, Paris, London and Tel Aviv.


Visit quotient.com for more information.



How can programmatic be effectively leveraged in today's environment?



Programmatic DOOH gives buyers the flexibility, efficiency and data-driven capabilities they need to engage audiences in a way that parallels other real-time bidding (RTB) channels. As consumer behavior patterns continue to change through the pandemic and beyond, brands harnessing programmatic DOOH gain an enhanced ability to act on their customer insights. We're seeing savvy advertisers employ programmatic OOH to nimbly adapt to travel pattern and supply chain changes—and to double-down where they're seeing success against audience outcomes.

 Clear Channel

- Wade Rifkin, Executive VP and General Manager of Programmatic at Clear Channel Outdoor

08

GLOSSARY OF TERMS



Here are common marketing terms and acronyms you'll come across working with programmatic ad tech:

Ad Exchanges

Ad exchanges are auction-based, often highly automated, digital marketplaces that enable multiple parties including advertisers, publishers, ad networks, demand-side platforms and sell-side platforms to buy and sell display, video and mobile inventory.

Ad Impressions

An ad impression is a digital ad being called from its source and counted once.

Ad Inventory

Ad inventory is the ad space that a publisher can make available for advertising. Ad inventory can be categorized as premium, remnant or long-tail.

Ad Network

Ad networks are aggregators of advertising inventory that package it together to sell at an increased margin.

Ad Server

An ad server is a platform that stores and delivers digital ads to web browsers or mobile apps. It also provides reports on the performance of those ads, measuring all activity by the same methodology for the purpose of fair comparison.

Ad Tag

An ad tag is a snippet of code on a website that communicates with ad servers to make the correct digital ad appear on a webpage or in an app.

Black List

A blacklist is a list of IP addresses that are suspected to be sources of spam, or are suspected to be fraudulent and have been placed on an anti-spam database. Public blacklists are databases that are openly available, but companies often also have their own private black lists. Its opposite number is a white list.

Bot Traffic (or non-human traffic)

Bot traffic consists of ad impressions made by bots rather than humans. Bots, or web robots, are software applications that perform simple tasks on the Internet. While they have some constructive uses, they are most often associated with fraudulent activities, such as mimicking a human's view of an ad.

Brand Safety

Brand safety technology ensures ads do not appear in any context that might damage the brand image or reputation. The automation of programmatic advertising means brands do not always know where their ads will appear, so brand safety practices should limit exposure to inappropriate content on a publisher's site.

Cookie Sync or Match

Cookie syncing is the process of linking the user identifier (the cookie ID) from one technology to another. It helps advertisers to make better bidding choices and target users more effectively.

Cost Per Action (CPA)

Cost per action is the average cost of a single conversion (which can be defined as any desired action a user may take, such as requesting a brochure) during a marketing campaign.

Cost Per Thousand (CPM)

Cost per thousand is the price an advertiser pays for 1,000 ad impressions.

Data Management Platform (DMP)

Dynamic creative optimization allows marketers to create multiple versions of the same ad from a single ad tag, driving sophisticated targeting and optimization. Ad creative is broken down into individual elements and these are pieced together in real time to deliver the most relevant ad to individual users.

Deal ID

A deal ID is a unique number assigned to an automated ad buy that allows the buyer and seller to identify one another.

Demand-side Platform (DSP)

A demand-side platform enables advertisers and agencies to automate the purchase of display, video, mobile and search ads. A DSP assesses the attributes of every single ad impression and can assign a bid based on those attributes. By removing rate negotiation and manual ad insertion orders, the purchase of targeted advertising across a wide variety of publishers and platforms becomes quicker and more efficient.

First-party Data

First-party data is information collected by digital publishers about their visitors' behavior. First-party data often includes CRM, subscription and social media data. This type of owned data is often seen as more valuable than external data sources as it typically has a higher degree of accuracy.

Long-tail Ad Inventory

Long-tail ad inventory is aggregated inventory from less popular or well-known publisher sources. Programmatic enables advertisers to combine disparate sources of long-tail inventory to reach highly targeted niche audiences.

Programmatic A/B Testing

Programmatic A/B testing is the automated testing of different versions of an advertisement to determine the highest performing ads and remove ineffective versions.

Real-time Bidding (RTB)

Real-time bidding enables the buying and selling of digital advertising through auctions which take place in a timeframe of milliseconds – the time it takes for a webpage to load. Auctions take place via media marketplaces such as ad exchanges that connect buyers and sellers, and the price paid for impressions is based on immediate demand.

Remnant Inventory

Remnant inventory is a publisher's non-premium inventory, which is usually sold at a discounted rate by a third party via non-guaranteed programmatic buys.

Second-party Data

Second-party data is first-party data that is owned by someone else, shared by mutual agreement or traded.

Second-price Auction

In second-price auctions, the winner of an ad impression pays just one cent more than the next highest bidder. This limits the risk of overpaying for impressions and maintains efficiency in programmatic.

Supply-side Platform (SSP)

A supply-side platform is a software platform that enables publishers to automatically sell display, video, and mobile ad impressions, maximizing the price they can charge for these. A SSP allows publishers to access a large pool of potential buyers including ad exchanges, networks and DSPs in real time, and to set a minimum price known as a price floor.

Targeting

Targeting allows relevant advertising to be served based on various criteria. Behavioral targeting analyses a user's past activity to determine the advertising they are most likely to respond to, while contextual targeting serves relevant ads based on the content of a web page. Advertising can also be targeted according to demographic data such as age or gender, and by geography, where a user's IP address is used to determine their location.

Third-party Data

Third-party data is information that is aggregated from platforms and websites owned by third parties. It comes from a wide variety of sources including surveys and panels, cookie-based tracking, opt-in digital tracking, public records, registration data, and offline transaction information such as loyalty schemes.

Trading Desk

Trading desks perform digital media trading as a managed service, and are seen as experts in the use of data and technology. Those not owned by large agency holding groups are known as independent trading desks.

Viewability

Viewability is an advertising metric that tracks whether users can actually see impressions. For example, some impressions may be on a part of a webpage that the user did not scroll to.

White List

A white list is a database of approved websites where an advertiser has permitted its ads to appear. Its opposite number is a black list.

Win Rate

Win rate is a ratio that is used to measure the effectiveness of bid strategy. It is calculated by dividing the total number of impressions won by the total number of bids submitted.

A version of this glossary appeared in the DPAA's Programmatic Advertising White Paper and was reprinted here with permission.

*Where do you think DOOH
will evolve next?*



One emerging area is the intersection of DOOH and retail media. Retail media is growing incredibly, but the focus has historically been around online shopper marketing efforts. In-store media gives marketers the opportunity to reach consumers during the buying process, with high-impact creative woven into the shopping experience—all with the same first-party data and closed-loop measurement capabilities as online shopper marketing. It also gives brands the opportunity to unify messaging across the physical and digital worlds.

 PLACE EXCHANGE

- Ari Buchalter, CEO of Place Exchange

