Transparency in out-of-home advertising: verification and measurement

CITY SCREEN

DOOH

is no longer

a black box

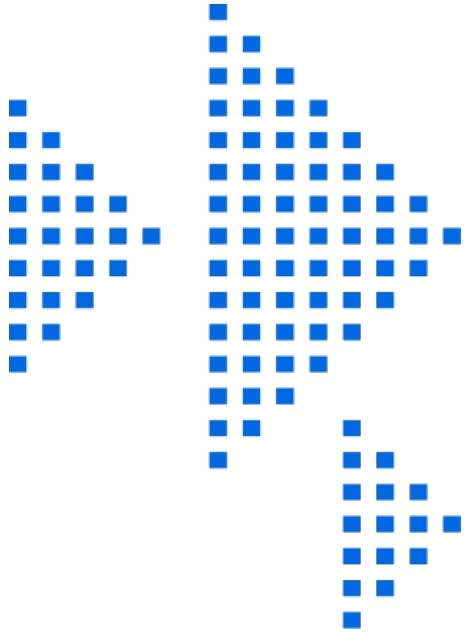
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Trends that matter

01 Customer acquisition goes digital

02 The fight for advertising effectiveness

03 Better and more affordable technology



The problem

Did the ad run...

Today every advertiser wants proof



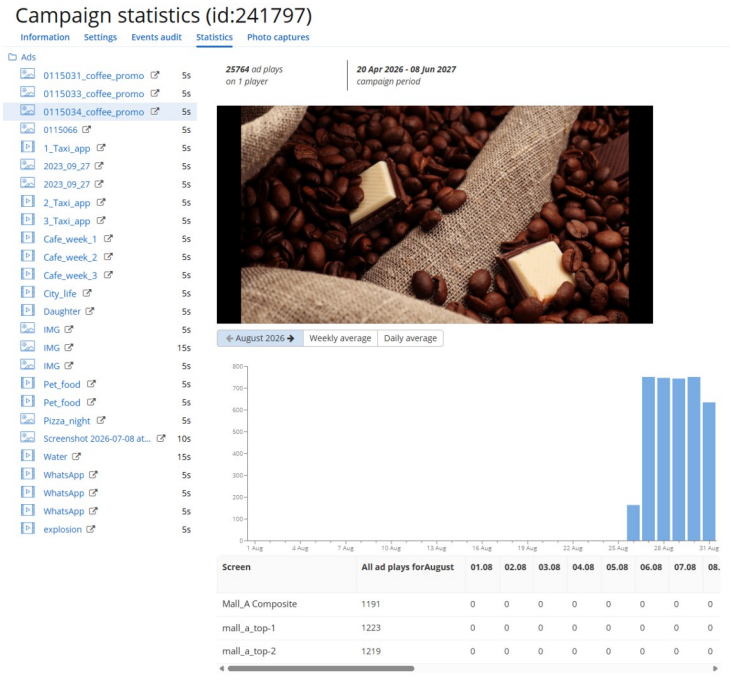
Proof of play

Data sources:

- Ad play log
- Photo capture (automatic)
- Post-campaign report

Reliability safeguards:

- Storage in a protected cloud
- Software closed to tampering
- Logging



Audit by external services

The most sceptical advertisers take their money to auditors

admetrix

seedooh

veridooh

The problem

Who saw the ad...

How can you tell how effective DOOH advertising is



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Measurement methods

Method	✅Advantages	❌Drawbacks
Hyperlocal analytics (Wi-Fi and cameras) Real tracking of people near the screens	+ Tied to the place and context + High level of detail + Full anonymity	– Coverage limited to the sensors' range
Mobile operator data Subscribers moving between cell towers	+ Mass coverage at city or district level + Data on movement between large zones	– Not tied to a screen – Data averaged over a large zone – Long data delay
Mobile app SDK data Movement of users of specific apps (who gave consent)	+ Behavioural profiles (interests, purchases) + Retargeting is possible	– A limited sample makes representativeness a problem

Pillars of hyperlocal analytics

Wi-Fi sensors	Cameras
+ Measuring quantitative metrics + Counting unique users + Lists of MAC addresses	+ Identifying qualitative metrics + Tracking faces and glances at the screens
– Cannot capture qualitative traffic characteristics – Stationary devices must be cleaned out – Randomised MAC addresses must be approximated	– Cannot count unique users – Recognition models need retraining for different operating conditions

Offline conversions and retargeting

	mac	totalHits
2	0000000000FF	6
3	000822020CFC	2
4	000822041BF5	2
5	000822046BC5	2
6	000822057B29	2
7	000822057B8D	3
8	0008220893FB	2
9	000822121FFC	2
10	0008221823FC	2
11	0008222A16FC	2

Export unique MAC addresses

Export unique MAC addresses in hashed form

Ad platform: retargeting



Value for media owners

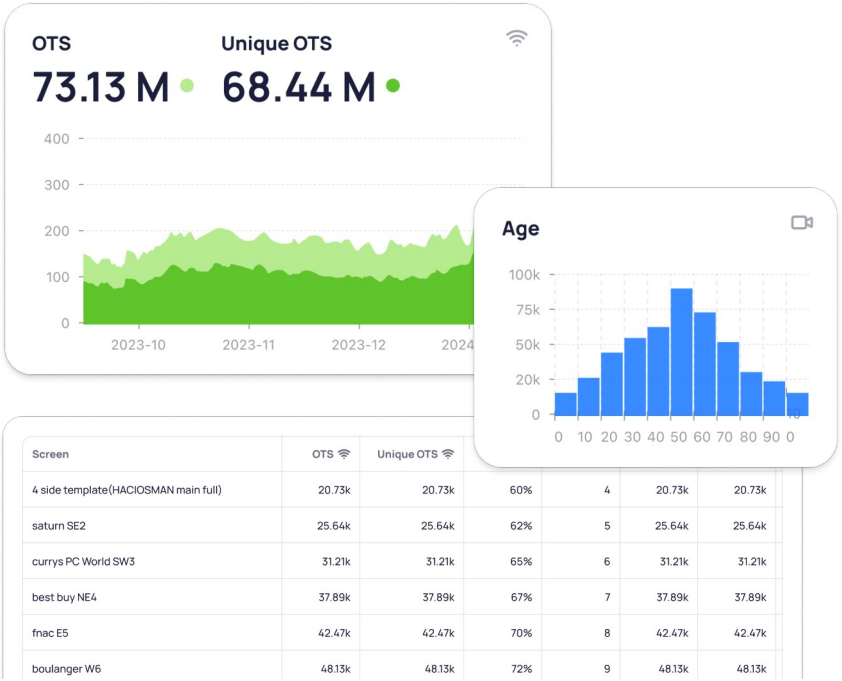
Transparent reporting and analytics turn a screen network from a “black box” into a managed, high-value asset

- Justified pricing and a higher average deal value through an objective assessment of every screen in the network.
- Network profitability management. Underperforming sites become visible.
- Competitive advantage and new advertisers. Detailed analytics is a strong selling point in the fight for budgets.



Value for advertisers

- Transparent, justified investment (ROI): a detailed report on the campaign's results.
- Real-time campaign optimisation: the advertiser can move budget from "weak" screens to "strong" ones and improve the result before the campaign ends.
- Strategic planning of future campaigns. Performance by location shows which screens to buy next time for the best result.

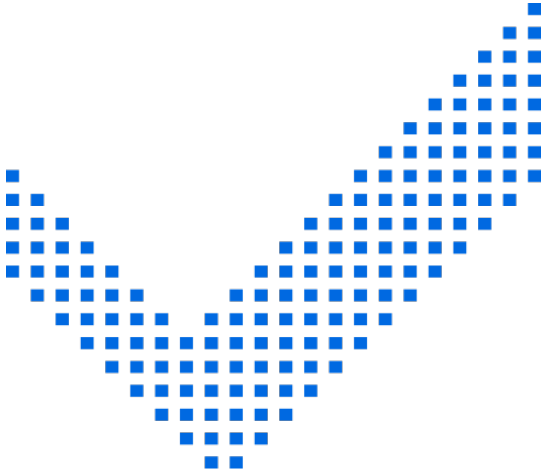


Screen	OTS	Unique OTS				
4 side template(HACIOSMAN main full)	20.73k	20.73k	60%	4	20.73k	20.73k
saturn SE2	25.64k	25.64k	62%	5	25.64k	25.64k
currys PC World SW3	31.21k	31.21k	65%	6	31.21k	31.21k
best buy NE4	37.89k	37.89k	67%	7	37.89k	37.89k
fnac E5	42.47k	42.47k	70%	8	42.47k	42.47k
boulanger W6	48.13k	48.13k	72%	9	48.13k	48.13k

Summary

Digital out-of-home advertising is becoming a data-driven industry

- Market demands and new technology have made analytics a necessity.
- Media owners get powerful tools to manage the performance of their assets and give clients results that are transparent, measurable and as close to reality as possible.



Thank you!

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