



# The Financial Services Marketer's Guide to Out Of Home Advertising in 2021





## **Introduction**

Chapter 1: <b>The Benefits of OOH.....</b>	<b>5</b>
Chapter 2: <b>OOH in Your Media Mix.....</b>	<b>8</b>
Chapter 3: <b>Types of OOH Advertising.....</b>	<b>13</b>
Chapter 4: <b>Top OOH Use Cases.....</b>	<b>20</b>
Chapter 5: <b>Making Sense of the OOH Advertising Landscape.....</b>	<b>23</b>
Chapter 6: <b>OOH Costs: How To Maximize Your OOH Budget.....</b>	<b>28</b>
Chapter 7: <b>The 2021 OOH Playbook: 7 Strategies for OOH Success.....</b>	<b>37</b>
Chapter 8: <b>OOH Measurement: How to Measure Your Outdoor Campaigns.....</b>	<b>44</b>

## **Conclusion**

# Introduction

As we look ahead to what 2021 may bring, we see three unfolding trends that are sure to impact financial services marketers this year.

## 1) Digital media noise becomes deafening

After rolling lockdowns and pandemic-induced business closures, people have become accustomed to relying on their digital devices to be their primary point of connection to the real world. Now more so than ever, consumers are bombarded with ads, videos, social posts, and influencers telling them what services to use and which providers to trust. With so many voices trying to get our attention, the thousands of screaming CTAs have begun to feel like white noise.

## 2) Trust becomes table stakes

Establishing trust has always been critical in financial services marketing. And now that consumer confidence has been shaken unlike any time in modern history, there's never been a more important time for financial institutions to prioritize trustworthiness in their messaging.

## 3) The performance imperative

COVID-19 has fundamentally reshaped both business and consumer behavior in a massive way — and brought economic ramifications that will continue well into 2021 and beyond. For financial services marketers, this means costs and efficiency will be a major focus, and growth will be harder to find.

All three of these trends point to one prediction: **out-of-home (OOH) advertising by financial services firms will rise sharply this year.**

As the vaccine rollouts gain ground, people will soon take to the streets once again—likely, in droves—and stop relying on their digital devices to be their primary point of connection to the real world. Thankfully, the physical world doesn't suffer from the same degree of noise as digital media. We still watch billboards pass on the freeway during road trips and stop to marvel at Times Square or LA Live.

# Introduction

And we trust in the messages they share. New research has shown that [out-of-home ads are seen as the most trustworthy medium](#) — more trustworthy than ads appearing on TV, social media, and online advertising. In fact, 58% of respondents indicated that they are very likely or likely to believe messaging in OOH advertisements, versus only 34% for online media.

In many ways, out-of-home (OOH) advertising is still a widely misunderstood medium. Once known as a pure brand awareness channel, out-of-home has evolved in recent years to serve a much greater role than simply being a canvas for eye-catching brand campaigns. It has turned into a true performance marketing powerhouse that has been shown to deliver stellar ROI for financial services marketers and increase the effectiveness of their other marketing channels.

Recent shifts in consumer behavior are well-positioned to drive massive growth in out-of-home advertising and further fuel the momentum the medium has been steadily building over the last 10 years. Are you ready for it?

In this comprehensive guide to OOH, you'll learn about OOH's place within your broader media mix, how to navigate the complicated OOH landscape, unique OOH strategies to deliver on any marketing goal and campaign KPI, how to measure the true effectiveness of your OOH campaign, and much, much more.

Read on to become a tried-and-true OOH pro...



Chapter 1:  
**The Benefits  
of OOH  
Advertising**

## Chapter 1:

# The Benefits of OOH Advertising

It's no secret that out-of-home is a great value. Research studies have repeatedly shown that OOH significantly lowers the cost of multi-channel ad campaigns, and OOH delivers among the best sales ROI of all traditional mediums. Out-of-home has also been proven to be the most effective offline medium in driving online activity. A recent [Nielsen](#) study found that it delivers 4x more online activity per dollar spent than TV, radio, and print.

This value is due to the many benefits of OOH as a medium. OOH delivers reach, relevance, impact, and brand safety — all while offering one of the lowest costs around. Let's delve deeper into the most notable benefits that OOH advertising offers brands:

- **Efficiency:** The medium is, for lack of a better word, an incredible bargain. Many marketers, even those who have run OOH media buys for years, don't realize that OOH offers the lowest CPMs of any traditional medium. For financial services firms struggling with the economic ramifications of COVID-19, OOH offers much-needed cost-savings.
- **Context:** OOH advertising offers the 'real-world' equivalent of contextual or location-based advertising that has become one of mobile's biggest claims to fame. An effectively placed OOH ad unit can resonate—even subconsciously—with consumers, influencing their actions all the way to point of purchase.
- **Reach:** A well-placed OOH ad in an area that sees a constant flux of car- or foot-traffic throughout the day will earn a lot of valuable eyeballs (aka, impressions). And unlike its digital advertising counterparts, OOH ad units are (mostly) static, therefore giving consumers dedicated, one-on-one time to absorb them in a more visceral way.
- **Impact:** It goes without saying that OOH advertising can provide a truly immersive brand experience in ways that other media simply can't. Part of this is a byproduct of its physicality: All other advertising media are not tangible in nature.

***Out-of-home offers the lowest CPMs (cost-per-thousand impressions) of any traditional medium.***

Source: [OAAA](#)

## Chapter 1:

# The Benefits of OOH Advertising

And from a pure performance standpoint, OOH advertising offers heightened levels of message consistency and frequency. After all, if an ad unit is up in the same location for, say, four weeks, the people who regularly pass through that area will be hit over and over again with the same creative. At some point, it's bound to stick — especially since there are no “real world” ad blockers for people to turn on.

Finally, because many OOH ads provide brands with a massive canvas to work with, there are many more uniquely creative opportunities than you'd have with most other marketing channels.

- **Brand Safety:** Placing OOH ads requires a little scouting or “contextual research”. (That is, until now. [AdQuick's map-based platform](#), fueled by street-view imagery, makes it easy for media planners to scope out an OOH ad's environment with a few simple clicks.)

But in most cases, an OOH ad's surrounding environment won't create cognitive dissonance. This is a stark contrast to digital ads that can (and all too often) appear next to less-than-desirable or brand-irrelevant content. Similarly, because OOH ads aren't collecting user information, unlike their digital and mobile counterparts, there are virtually no issues around consumer privacy, ad fraud, or even the use of bots to worry about. It's a very safe and stable medium at its core.

- **Brand Trust:** All of the brand safety benefits mentioned above help position OOH advertising as a more trusted marketing channel. It's not following consumers around their online journeys (à la retargeting) creating the impression that “big brother” is watching. And the medium itself creates a ‘legitimizing effect’ that, as a result, builds inherent trustworthiness. **This is incredibly important for brands in the financial services category.**

***Trust is critical in the financial services category. OOH media creates a “legitimizing effect” that builds inherent trustworthiness in brands.***



Chapter 2:  
OOH in Your  
Media Mix



## Chapter 2:

# OOH in Your Media Mix

Now that we've covered the basics around why out-of-home is such a valuable addition to any marketing campaign, let's take a closer look at how weaving OOH advertising into your overall marketing mix can help your other channels perform at a higher capacity.

## Digital + OOH

Deep audience targeting in the digital space makes it possible for advertisers to ensure that their ads are seen by only the people that fit their desired audience profile. Although it's now possible to apply the rigor of audience targeting when planning OOH campaigns, out-of-home, as a medium, doesn't discriminate in the same way as digital. After all, when an OOH ad goes up, it's there in plain sight for everyone to see.

The benefit here is simple: OOH advertising helps bridge the so-called digital divide that skews heavily in favor of younger, ready-to-spend, and mobile-first consumers. It can help ensure that no stone is left unturned in terms of reaching relevant consumers who might not be captured by a brand's highly targeted digital ad buy.

Additionally, because out-of-home is more traditionally a high impact, single message, and visually-driven medium, it serves as an extension of marketing campaigns that consumers may see online or on other channels. Conversely, because of this high impact nature of the medium, OOH ads typically encourage customers to follow through on a simple call-to-action, in most cases, visiting a brand's website to learn more (i.e. a bridge into the digital world).

However, unlike digital, out-of-home is not always—though this, too, is changing rapidly—an immediate conversion channel, meaning: Consumers may see the same OOH ad over and over

***“OOH is the most effective offline medium in driving online activity, delivering 4x more online activity per dollar spent than TV, radio, and print.”***

Source: [Nielsen OOH Online Activation Survey](#)

## Chapter 2:

## OOH in Your Media Mix

again on their morning commute, for example, but not take action on what they see until a week or two later. Whereas digital ads oftentimes offer consumers merely a fleeting brand impression moment, out-of-home has the power to build brand consciousness and affinity. Even if that process is the subconscious result of seeing the same message many times over.

### Broadcast TV + OOH

Similar to out-of-home's impact on digital, the medium can extend the life and relevance of broadcast TV campaigns, keeping consumers "tuned in" to a brand's message even when they are not in front of a TV. It allows campaigns to fly off of screens and enter the real world.

However, where national TV ad buys may be powerful in getting an overarching brand message across to viewers, a brand's OOH ads can take on a more local feel, creating more relevance and connection with consumers on a market-by-market basis. OOH ads "live" within a truly local environment, making it the perfect medium for deploying geographically-targeted messaging.

Even more, given that [75% of linear TV impressions are reaching only 25% of U.S. households](#), out-of-home creates an opportunity to bridge the gap and capture the attention and mindshare of consumers who are not spending a lot of time watching broadcast TV—especially at a time when more consumers are cutting the cord than ever before and relying on the ever-growing list of streaming TV and VOD services to keep them entertained.

That being said, one of broadcast TV's biggest drawbacks has always been its cost. It's simply an expensive medium to play in, one that many small or up-and-coming brands just don't have the marketing budgets to support. And for those that do, the benefit of out-of-home is simple: Because OOH advertising offers a

***"75% of linear TV impressions are reaching only 25% of U.S. households"***

Source: [LiveRamp](#)

## Chapter 2:

# OOH in Your Media Mix

cost-effective complement to a broader multichannel marketing campaign, it can effectively drive down CPM costs and improve the efficiency of broadcast TV ad buys. (This alone will have your CFO jumping for joy!)

## Cable TV + OOH

A lot of the same can be said for cable TV that we've mentioned above for broadcast TV. So we won't repeat it here. The biggest difference here, however, is that cable TV typically caters to more targeted, interest- or behavior-based audiences, making it a perfect medium for getting more tailored brand messages in front of highly engaged consumers.

Unfortunately, cable TV ad buys can also be expensive and are limited in reach to consumers who haven't yet cut the cord. So again, in this way, out-of-home comes to the rescue as the ideal medium for extending the life—and the overall reach—of cable TV campaigns while also making it possible for brands to add some more local flair to their broader campaign messages.

## Radio + OOH

What makes radio unique is that it oftentimes is a passive or ambient medium. Consumers don't have to be 100% tuned in to the radio at all times. And whether consumers listen to broadcast radio in their cars or streaming radio on their digital devices, radio, as a medium, can quickly fall prey to "channel surfers" who do whatever they can to avoid ads.

But imagine yourself driving in your car listening to the radio. You hear an ad for a brand. Then a little while later—or if serendipity strikes, at the same moment—you see a billboard ad for that brand. All of a sudden, you've had a marketing experience that tickles the senses, striking a unique balance between sight and sound. Funny enough, you may not even remember having seen or heard both ads, but the sensory combination of the two leaves an imprint.

## Chapter 2:

## OOH in Your Media Mix

So while out-of-home can extend the life of a campaign, as is the case with the other broadcast media noted above, it can play a more contextual or location-based role with radio because of radio's ability to follow people wherever they go—whether in a car or via a pair of headphones.

**Print + OOH**

What has always made print a unique medium is its timeliness. While that also means it has a painfully short shelf-life, there's something nostalgic about how the front page of a paper can freeze a moment in time in ways that other media simply can't. Of course, while print is far from dead, it's not the same kind of medium that it used to be—nor does it command the same readership that it was once known for.

But here is where out-of-home comes back into the picture. OOH takes what we have always loved most about those full-page ads and just magnifies it at a much grander scale. And while print may be on a steady decline, OOH ads aren't going anywhere. If anything, more OOH ad units are popping up—sometimes in the least expected places—every day.

This is precisely why OOH ads can be print's best ally. They easily make up for limited reach, but like the print medium itself, can also reinforce more local messages tailored to hyper-local audiences. And as the cherry on top, they don't fall prey to a short shelf-life and quickly get tossed in the bin at the end of each day. For all of these reasons, if a marketer that's still advertising in print (especially at the local newspaper level) isn't supplementing its print ad buys with out-of-home, it's just a huge missed opportunity all around.

***Like print, OOH ads can help reinforce more local messages tailored to hyper-local audiences — all while make up for print's limited reach.***



Chapter 3:  
**Types of OOH  
Advertising**

## Chapter 3:

# Types of OOH Advertising

While those sparkly billboards in NYC's Times Square or immersive wallsapes that dot buildings along LA's famed Sunset Boulevard might make you think otherwise, it's important to remember that the out-of-home world today is far bigger and much more varied than billboards alone. Think of it as a playground for creative marketers.

Here are six different types of outdoor advertising and how you can use them to effectively market your brand:

## Billboards

Synonymous with outdoor advertising is, of course, the billboard. Billboards are essentially large posters displayed in prominent locations. Most famously, billboards line freeways, interstates, highways, and other heavily traveled arterials where consumers view them from their passing cars.

There are many different types of billboards, including static billboards like the kind you most likely see roadside, digital billboards like those that adorn the corners of Times Square in New York, or interactive billboards — which are typically interactive and installed in high foot traffic places.



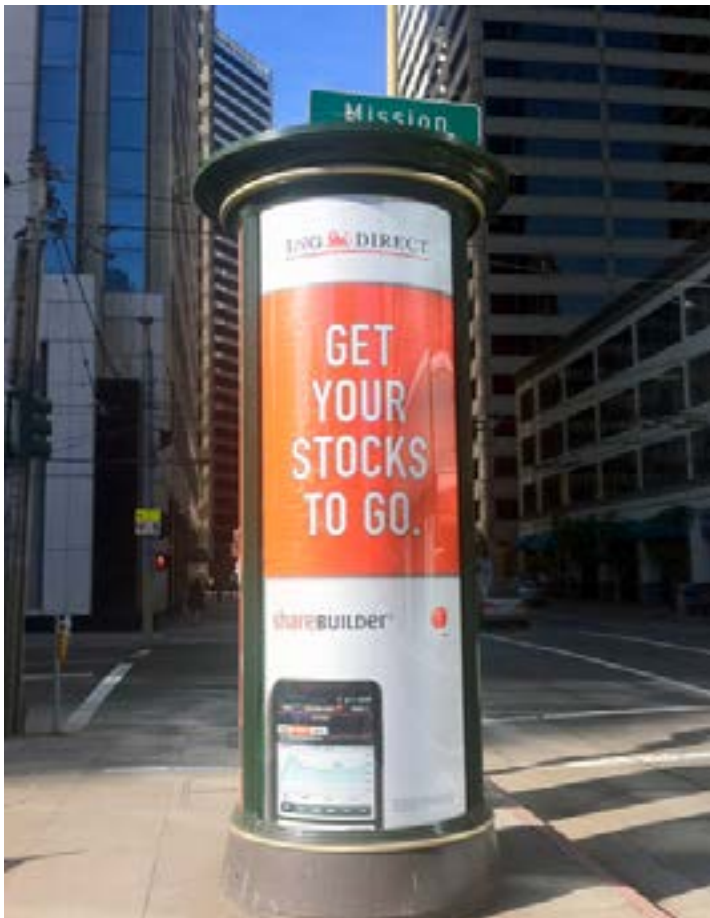
## Chapter 3:

# Types of OOH Advertising

## Street Furniture

Advertisements attached to transit shelters, newsstands and kiosks, bike and scooter shares, urban panels, phone kiosks, city information pillars, street poles, and some in-store structures are all forms of street furniture advertising. This form of outdoor advertising is typically placed at eye-level with consumers, easily reaches commuters, pedestrians, and motorists, and is most popular in highly trafficked, urban areas.

Street furniture advertising is especially effective at reaching consumers through high frequency, low cost, and target-market-specific displays.



## Chapter 3:

# Types of OOH Advertising

## Wallscapes

Wallscapes offer the ability to advertise in highly populated areas and in places where more conventional forms of advertising may not be available. They are usually placed on sides of buildings, parking garages, construction sites, or high profile buildings. They can be painted or attached to the exterior of the structure itself.

Wallscapes often come in unusual shapes and sizes, which makes them more noticeable and compelling. Additionally, wallscapes are generally thought of as a part of urban beautification and are seen by consumers as an outdoor enhancement. This reflects positively on advertisers, as well.

While pricing for a wallscape may be slightly higher than other forms of outdoor advertising, the fact that they are likely to be shared on social media and other online platforms makes them incredibly effective in crossing over into in-home advertising without cost.





## Chapter 3:

# Types of OOH Advertising

## Wildpostings

A more grassroots form of outdoor advertising, wildposting refers to numerous posters placed strategically throughout densely populated urban areas, usually in eye-level locations to garner maximum attention without high costs.

This type of outdoor advertising is extremely popular among up-and-coming artists in the entertainment industry as a means to spread the word about album releases, concerts, and appearances.

Pricing of wildposting style advertising varies depending on the volume of posters, location, and duration of the campaign.



## Chapter 3:

# Types of OOH Advertising

## Transit Advertising and Wraps

Placed in or on different forms of public transportation, transit advertising and wraps are aimed at marketing to commuters and consumers who both use public transportation and pass alongside it. Transit advertisements can be placed on the sides of busses, trains, subway rail cars, and taxis — as well as inside bus and train stations.

Transit ads provide high visibility and are difficult to ignore. Since these ads are often within view for a longer duration, they can be a good option for lengthier ad copy or more in-depth messaging. They work especially well with immediate CTAs.



## Chapter 3:

# Types of OOH Advertising

## Point of Sale Displays

As you may imagine, point of sale display advertising involves all forms of advertising directed to a consumer at the point of a sale in a retail store. This can include things like screens, posters, banners, signs, floor stickers, window stickers, posters, recorded audio messages, poles, banners, logos, and other more specific types of attention-grabbing devices like wobblers and kakemonos placed in the till area of a store.

These advertisements have been shown to influence consumers to not only make future purchases but also to make impulse purchases at the time of sale. As such, point of sale displays are especially effective for CPG marketers.





Chapter 4:  
Top OOH  
Use Cases

## Chapter 4:

# Top OOH Use Cases

As a channel, OOH is incredibly diverse and can be used to achieve a broad variety of marketing objectives — from brand awareness to direct response. Read on to learn more about the many use cases that are a seamless fit for outdoor ads.

### Marketing Objectives:



#### Achieve Broad Brand Awareness

OOH is perhaps best known as a powerful branding medium. In order to drive awareness, plan your OOH buys to achieve high penetration in key markets, optimize for broad reach and high frequency, and utilize high-impact ad formats that are sure to be seen.



#### Reach a Niche Audience

New formats and technological advancements have drastically enhanced OOH's ability to target niche audiences. AdQuick has over 450 audience filters seamlessly integrated into our OOH platform, making it super simple to reach your desired customer segments.



#### Generate Efficient Direct Response

Using AdQuick's proprietary price guide index and predictive performance filters, it's easy to identify OOH ad units that are a great value and those likely to deliver stellar performance for your DR objectives.



#### Generate Foot Traffic

Strategically-placed OOH ad units positioned near your locations are known to boost visitation. AdQuick's point-of-interest (POI) search feature allows you to easily identify all of the OOH inventory near your locations.



#### Drive Ecommerce or Web Conversions

To spur website visitation and action, use street-level OOH ad formats, feature direct calls-to-action in your creative, and optimize your buys based on website visitation (not just impressions). AdQuick's analytics suite makes it easy to measure the web traffic that originated from an OOH ad exposure.



#### Drive Social Media Mentions

Amp up the creativity in order to generate social mentions. OOH's flexibility allows you to execute almost any out-of-the-box idea you can dream up. Also consider dramatic and high-impact ad formats like wallsapes.

## Chapter 4:

# Top OOH Use Cases

OOH also provides a multitude of opportunities to further specific campaign strategies — from market and product launches to event amplification and cause marketing. Simple adjustments to your mix of OOH ad formats and your creative messaging can make the OOH medium serve almost any campaign.

### Campaign Strategies:



#### New Market Launch

No other medium is as well-suited to promoting a new market launch as OOH, since it's embedded within the community and provides broad local and regional reach on an extremely efficient CPM. To make a big splash, aim for high reach and frequency. AdQuick's map-based platform makes it easy to promote new market launches throughout the United States and abroad.



#### New Product Launch

Drive new product awareness with OOH ads that are creative, bold, and designed to induce conversation that can spur PR buzz. In addition to its ubiquity, rapid mass reach, and high frequency, OOH is particularly well-suited for new product and brand launches because it gives a perception of legitimacy that's unmatched in other mediums.



#### Cause Marketing & PSAs

OOH is an ideal medium for cause marketing, since it's viewed as more trustworthy than other mediums, is brand-safe, and is unique in its ability to reach everyone — even populations that are on the wrong side of the digital divide. AdQuick's audience filters and map-based platform with street-view imagery make it easy to uncover well-positioned ad units to spread public messages.



#### Event Amplification

Want to make a big splash at an event (without shelling out the big bucks for official sponsorships)? Consider OOH ads positioned nearby the event venue, transit ads to reach visitors on their way to the event, and truck ads throughout the event footprint.



#### New Locations

Strategically-placed billboards can reach consumers who live, work, or play near your newest location with unparalleled precision. In densely populated urban areas, also consider alternative OOH formats like wildpostings or transit ads.



Chapter 5:  
**Making  
Sense of  
the OOH  
Advertising  
Landscape**

# Making Sense of the OOH Advertising Landscape

When people talk about “out-of-home” it can mean a lot of different things. Aside from the fact that out-of-home media pretty much encompasses anything in the physical world that can be used as an advertising canvas, there are also a number of different players that can make the total out-of-home media landscape confusing for even the most seasoned advertisers.

And because the out-of-home media ecosystem is filled with so many moving parts, figuring out how to plan, buy, and execute successful OOH advertising campaigns can be time consuming. Oftentimes, and depending on what kind of media units you choose to buy—whether it’s digital or static, programmatic or direct-buy—you have no choice but to work with a flurry of different partners to ensure your campaigns go off without a hitch. This basically means that OOH advertising, which is a rather uncomplicated media at its very core, essentially operates within an incredibly complicated and complex ecosystem to navigate.

Read on for a quick and easy snapshot of the broader OOH media ecosystem.

## Who are the key OOH media ecosystem players?

There are a lot of key players in the OOH advertising media landscape—and they all serve a different purpose when working with brands and advertisers to deploy effective OOH advertising campaigns across various ad units and formats.

At a high level, you can break the out-of-home media landscape into two primary ‘operating’ components: the supply-side and the demand-side.

### The Supply-Side

As the name suggests, this part of the equation involves the “sellers” and managers of OOH media. The key players here are:



# Making Sense of the OOH Advertising Landscape

- **Media Owners and Vendors:** These are the people and companies that have ownership over the various OOH ad units available across the entire media landscape. There are over 1,100 media owners in the U.S. The three biggest vendors are Lamar, Outfront, and Clear Channel. And while you might think it's easy or more scalable to just work with one of these "big three," the biggest only represents around 15% of available OOH ad inventory. The truth is, there are so many other options and opportunities out there that can offer brands different and more varied kinds of value. Either way, it doesn't change the fact that there are a lot of media owners to deal with here.
- **Media Inventory Management Solutions:** Some media owners oversee only a handful of individual ad units while others have thousands of assets to keep tabs on. Managing all of this can get tedious, fast. That's where media management solutions, like AdQuick Media Solutions, Apparitix, and Billboard Planet come into the picture. They help media owners organize their OOH inventory to facilitate all aspects of the buying and selling process. Consider these the "guardian angels" of the out-of-home space.
- **Production Companies:** When buying and placing static OOH media, you need to incorporate the costs and timing of producing those goods into your budgets and timelines. Finding the right vendor to print and deliver the creative on vinyl is the most important part of pushing your campaign live. There are a lot of vendors that specialize in large format printing, so you need to make sure that you do your due diligence to triple bid vendors to find the one that can offer the highest quality for the lowest price.

You've also got to take installation into account. This is typically handled and contracted out by the media owners themselves. The only thing brands and advertisers have to worry about is making sure the creative arrives before it's scheduled to go up.

# Making Sense of the OOH Advertising Landscape

Finally, if you work with creative or media agencies to develop, plan, and schedule your OOH advertising campaigns, many of these tasks—from managing production to ensuring on-time delivery of creative assets—will be managed for you. Sometimes it can be outsourced to trafficking specialists, like POP Tracker, as well. These companies oversee the logistics of your campaigns from start-to-finish or, in more industry-relevant terms, from printing to posting.

## The Demand-Side

Also known as the “buy” side of the out-of-home media ecosystem, these are the people and companies purchasing OOH ads. Most typically, either brands do the buying themselves or they work with creative and media (buying and planning) agencies to get their OOH advertising campaigns up and running.

In the past, OOH media buying was incredibly manual; you would have to reach out to each individual media owner separately to get pricing, availability, and other details about a specific OOH placement. This was a very time-consuming activity and, even worse, lacked a tremendous amount of transparency. In other words, you simply didn't know whether you were getting a great deal or getting ripped off because there was no objective way to evaluate one out-of-home opportunity from another.

Fortunately, a lot of that pain and suffering has changed today. With OOH ad buying platforms, like our own AdQuick Pro and AdQuick SMB solutions, there is now an easy way to automate the entire planning and buying process—for both traditional and digital OOH ads. In fact, these tools are so effective that they can save time by a factor of 10x. This is not only a game-changer from an efficiency standpoint but also exactly what the industry needed to make the entire out-of-home media ecosystem accessible to brands and businesses of all shapes and sizes. Now, there is a

### Did You Know?

As more and more digital OOH media becomes available to plan and purchase programmatically, other players like Supply-Side Platforms (SSP), Demand-Side Platforms (DSP), Audience Data Providers, and Data Management Platforms (DMP) begin to make up the buying, selling, measuring, and managing part of this process. **To learn more about the ins and outs of programmatic digital OOH, [check out this blog post.](#)**

# Making Sense of the OOH Advertising Landscape

central place where you can do it all, through the lens of timely data and insights that can boost confidence around your OOH ad buys.

## A quick word about measurement

As the OOH media space has evolved—and has become much more programmatic at its core—data, analytics, and all other sorts of performance measurement have become central to how brands plan, evaluate, buy, and measure their OOH advertising campaigns today.

From data providers, like SafeGraph for location-based data, to measurement solutions, like Geopath, Nielsen, and even AdQuick, there is a new and much more sophisticated layer of data intelligence swirling around the out-of-home media ecosystem. This is, in large part, why the OOH advertising is now starting to be seen as a performance medium, well beyond the more traditional ‘brand awareness’ role it used to play in the past.

## Minimize pain and maximize out-of-home gain with AdQuick

If there were only two things that you take away from this chapter, it should be: 1) the out-of-home media landscape is complicated and involves a lot of key players; and 2) there is a better way to plan, assess, buy, manage, track, and measure OOH advertising campaigns now than ever before. In fact, [AdQuick](#) provides an easy-to-use hub that spans across the entire OOH media space. Not only does this allow you to manage your OOH advertising campaigns flawlessly, but it also saves time and money in a pretty remarkable way.



Chapter 6:  
**OOH Costs:  
How To  
Maximize  
Your OOH  
Budget**

# OOH Costs: How To Maximize Your OOH Budget

## The Factors Impacting Pricing

Because OOH ads live and breathe in the physical world, there are a lot of physical factors that determine their price. (Of course, this is also one of the reasons why it can be so cost-effective!)

Location arguably plays the biggest role. If you're looking to run a massive billboard in New York's Times Square, you'll need to shell out some serious cash. But that's more of an exception than the rule. If you think outside of the box of major ad markets, prices can and will drop significantly.

Of course, price isn't just tied to location. OOH media costs also vary based on factors like OOH ad type (i.e. 'billboard' vs. 'wallscape' vs. 'street art'), format, circulation, number of impressions, demographic targeting, design, and installation requirements.

**To see how costs vary across all sorts of factors, check out our [Billboard Cost Calculator](#) tool.**

## 8 Tips For Getting A Great Deal On Your OOH Ads

Just because OOH advertising is one of the most cost-effective mediums available, doesn't mean marketers are always getting the best deal by default. So read on to learn a few quick tips for optimizing your OOH ad spend in smarter ways.

### **1. Realize that the out-of-home landscape is bigger than you think.**

Billboards are typically the first thing to come to mind when people think about OOH advertising. And when you think about billboards, there's a good chance you start to associate them with the big media players—the Clear Channels, Outfronts, and Lamars of the world—and then assume that the entire landscape is dominated by those players.

# OOH Costs: How To Maximize Your OOH Budget

Unfortunately, making that assumption is where any missed opportunities lie. You may be surprised to learn that the largest media player controls around only 15% of the OOH landscape. The remaining 1,110+ media owners across the U.S. control the rest. Some have a ton of inventory while others just have a few units to choose from. Either way, this should make it pretty clear that the broader OOH landscape is a lot bigger and much more independent vendor-driven than most people think. But this is ultimately good news for you.

**The more players in the space means more competition and, thus, more competitive pricing.** The only challenge—especially if you’ve only dabbled in the OOH space in the past—has traditionally been finding these independent media owners and the unique opportunities that they offer to brands. This is just one of many reasons why even the savviest media buyers tend to stick with the big players. It’s just easier. But easier isn’t always better.

***That is, until now. AdQuick offers brands a quick and easy way to reach and RFP over 98% of out-of-home media owners across the United States.***

## 2. Let vendors know they’re competing for your ad dollars.

If you were to pitch independent media owners one-by-one—and give them any indication that you don’t have the bandwidth or resources to “shop around”—you’re simply not going to get the best price. This doesn’t mean that what you’re pitched is necessarily a rip off; it just means that the pricing negotiation won’t always start from the most competitive place.

However, **when those vendors know they’re competing for your marketing dollars with other media vendors, they’re much more likely to give you a better deal** because, let’s face it, they will do whatever they can to not lose a deal. And then voilà, not only have

# OOH Costs: How To Maximize Your OOH Budget

you saved a lot of time finding these new OOH opportunities, but you've also struck a deal that'll drive up your ROI and ROAS. (A win-win situation that will surely make your CFO happy!)

*When you use the AdQuick Platform for your campaign RFPs, vendors know they're directly competing with hundreds of other vendors — so you're much more likely to get the best price possible.*

### 3. Expand your reach to lookalike markets.

Although New York, Los Angeles, and San Francisco hold their (well-deserved) caché in the world of advertising, they are not the end all, be all of OOH advertising. Let's face it, your target consumers probably don't only live in New York, Los Angeles, and San Francisco.

In fact, just relying on those markets—or using them as a default for OOH ad campaigns—is one big missed opportunity (after another) waiting to happen. So to avoid this highly undesirable situation, **branch out to other 'lookalike' markets.**

Once you look beyond those saturated metropolitan areas, you may actually attract new and valuable customers in ways that your once New York-Los Angeles-San Francisco media buying blinders blocked you from. While you may have been reticent to consider anything other than the big out-of-home markets in the past, a wealth of data and insights can help you chart the path forward with precision and confidence.

*If you are a veteran of out-of-home advertising, you might be thinking to yourself, "How is this even humanly possible?" We get it, this was pretty nonexistent in the past. But with AdQuick's nifty and proprietary Zip Code Lookalike Tool, you can easily expand your reach into other markets that have the potential to drive just as much value—or even more—as your highest*

# OOH Costs: How To Maximize Your OOH Budget

*performing markets. It lets you seize new OOH opportunities by creating lookalike markets, based on 90+ different attributes and demographics.*

## 4. Leverage audience targeting.

As a variation on a theme to the above, the world of out-of-home advertising has evolved to the point where it's now possible to **target audiences via behavioral and demographic attributes** or even build lookalike audiences with existing data. This is a true game-changer for the medium, making out-of-home so much more than simply a driver of brand awareness alone. It's now an incredibly valuable asset to any performance marketer's toolkit.

Now you can use data to both expand into new markets and also find, reach, engage, and convert highly valuable audiences. By being able to match your target audience with a target market, you can set up your OOH advertising campaigns for greater success than ever before. You just need the right data. (We'll get to that a bit more in a second, so keep on reading.)

*AdQuick makes it possible for you to target your exact audience via 450+ behavioral and demographic attributes. And as the cherry on top, we allow you to use your existing audience data to build lookalike audiences and then target the right OOH ad opportunities that will reach those audiences.*

## 5. Demand price transparency at all times.

This might seem like common sense, but the world of advertising is long known for its smoke and mirrors (aka, 'Mad Men' style). So you have to be vigilant about keeping an eye out for any hidden costs that might be discreetly passed onto you.



# OOH Costs: How To Maximize Your OOH Budget

For example, if you do media buying through a third-party partner or platform, be sure to **verify that there are no third-party hidden fees** being tacked on without you knowing. Or additionally, if you work with an agency, make sure that what they present and recommend to you aren't always from the same (set of) vendors, as that's almost always a red flag that 1) they really haven't done enough digging to get the lay of the OOH land or 2) there's some kind of behind-the-scenes agency-vendor deal that could be indirectly bias their media plans.

Now this isn't to say that all third-party agencies, partners, or media owners are shady—because that would simply be untrue. You just need to do your due diligence to make sure you're not only getting the best deal but also not being led to the wrong OOH watering hole.

***This is why we at AdQuick take pride in being 100% transparent in our pricing at all times.***

## 6. Research historical pricing and performance data.

The past can tell you a lot about what is likely to happen in the future. To evaluate the overall value of a future OOH ad campaign, leverage historical pricing and performance data to **ensure you're not buying OOH media blindly**. After all, why waste your sacred marketing dollars when you can rely on real data to build confidence in your media buying? (This was a rhetorical question: You shouldn't ever waste your marketing dollars!)

***AdQuick offers two ways to boost your OOH ad campaign's value:***

- 1. Price Guide Index: Our proprietary Pride Guide feature uses historical pricing data to let you know whether the price pitched for any given OOH ad unit is a great deal, a fair price, or way too expensive to be considered. Even more, you can***

# OOH Costs: How To Maximize Your OOH Budget

*use our Pride Guide Index Filter to search for great deals based on your planning parameters.*

- 2. Predictive Performance Tool: Our platform gets smarter the more our customers use it. We track every campaign conversion via our machine learning model to inform what OOH ad units will likely be the highest-performance—taking unit types, demographics, geographies, lookalike audiences and markets, and more factors into consideration. There is no other out-of-home advertising platform that does this.*

## 7. Don't pay extra for great data.

We get it, not all advertising platforms are created equal. Some offer all of the bells and whistles you could ever ask for while others force you to cobble together a web of advertising solutions—including data providers—to make smarter media buying decisions. Don't waste your time with the latter.

Savvy marketers believe in the power of data. Unfortunately, there's a lot of data floating around these days—and it's not all high-quality nor is it already easy to join with other datasets. This can quickly turn data, in the broadest sense of the word, into a proverbial minefield for marketers.

So before you decide to go on a data-buying spree, **do your research on which OOH advertising platforms already provide high-quality data and insights at no extra cost.** Not only will it cut costs, but it'll save you a ton of time along the entire OOH media planning and buying process.

*AdQuick has built our proprietary planning tools around six, high-quality, robust datasets — all available as added value for our customers.*

# OOH Costs: How To Maximize Your OOH Budget

## 8. Measure, measure, measure!

Minimizing waste should be every advertiser's top priority. But up until recently, measuring the effectiveness and performance of OOH ad campaigns wasn't really easy. That's why, for years, marketers used the medium almost purely for brand-centric campaigns.

Fortunately, the once black hole of OOH performance data is now a thing of the past. There are more ways than ever to **measure the effectiveness and performance of OOH ad campaigns**, whether it's to drive awareness, recall, or even conversion (both in-store and online). Even more, these data and insights are now measurable in real-time.

This is especially important for digital out-of-home (DOOH) campaigns because now marketers can test, modify, and even swap out creative during the course of a campaign based on how a given unit is performing. Whoever thought OOH would ever come this far?

All of this comes with a fair warning, however. Once you start using measurement tools to assess the effectiveness of your OOH ad campaigns, there's no turning back. Thinking of the medium purely for driving brand awareness alone might even start to take a back seat as you leverage OOH's still somewhat untapped potential as a performance marketing powerhouse.

***AdQuick offers the most advanced measurement and analytics tools in the OOH advertising space and include it for free when you run a campaign on the AdQuick platform. We realize that the only way to get brands to see OOH in a different light—by that we mean, as a true performance medium—is for them to see campaign performance in real-time and in ways never thought imaginable before.***

# OOH Costs: How To Maximize Your OOH Budget

## Spend wisely on your next out-of-home advertising campaign

Even though out-of-home advertising is unquestionably one of the most cost-effective mediums available to brands and advertisers today, there are *always* ways to ensure you get the best value possible. Doing so simply requires approaching OOH in a different way than you might have in the past. For starters, be sure to use data to drive decision-making around OOH media planning, buying, and creative development as well as to assess overall performance.

More importantly, however, you need access to the *right* platform to have a competitive edge in your negotiations with media owners—whether it's with the big guys or the independents.

***Only AdQuick offers price transparency, historical pricing data, predictive performance tools, multi-factor cost calculators, and, drum roll please, the best price guarantee in the market for brands that are planning and booking their out-of-home advertising campaigns.***



Chapter 7:  
The 2021  
OOH  
Playbook:  
7 Strategies  
for OOH  
Success

# The 2021 OOH Playbook: 7 Strategies for OOH Success

As with any other marketing channel, the strategy you use to deploy your OOH advertising campaigns needs to be clearly aligned to specific marketing goals. If your objective is to make a big brand splash, drive conversions both in-store and online, or reach new customers in previously untapped markets, you need to lean into different strategies to achieve these goals.

Read on to learn about 7 distinct strategies aligned with varying campaign objectives.

## Strategy #1: The Road Less Traveled

**GOAL:** Reach new customers as efficiently as possible.

**APPROACH:** Run ads in underutilized markets offering lower costs to reach customers.

Whether you need to give your new customer acquisition efforts a boost or extract more value out of every marketing dollar you spend, looking beyond the top 25 OOH markets can open up your brand to new possibilities.

Because CPMs in non-top 25 markets are significantly lower, you can allocate your marketing budgets more wisely by either casting a wider net across multiple smaller markets or go deep and fully canvas a market that your brand hasn't advertised in before.

This is an especially strong strategy for smaller financial services brands with limited marketing budgets (say, less than \$50k per market). And while you may have been hesitant to dedicate any spend to relatively "unknown" markets, AdQuick's free media planner tool—and everything else we offer on our platform—can help ensure that your brand gets in front of the right consumers, regardless of the market they live and work in.

# The 2021 OOH Playbook: 7 Strategies for OOH Success

## Strategy #2: Share the (Brand) Love

**GOAL:** Make a big brand splash.

**APPROACH:** Run ads in premiere locations in top-tier media markets.

This is a tried-and-true OOH advertising strategy, one that well-known brands have loved for years. Why? Because it's got the "wow" factor. Super-premium billboards— from the glowing LED screens in Times Square to those that dot Bay Area freeways — are coveted by big brands with even bigger budgets. They aren't necessarily designed to drive immediate conversion as they are to simply tell consumers, "We exist and you should get to know and love us because we are the best of the best."

Obviously, this isn't a winning strategy for all financial services brands, much less for those with limited marketing budgets to go around. But if you have the resources to deploy brand-centric campaigns at scale, this is a great way to etch your brand permanently into consumer psyche.



# The 2021 OOH Playbook - 7 Strategies for OOH Success

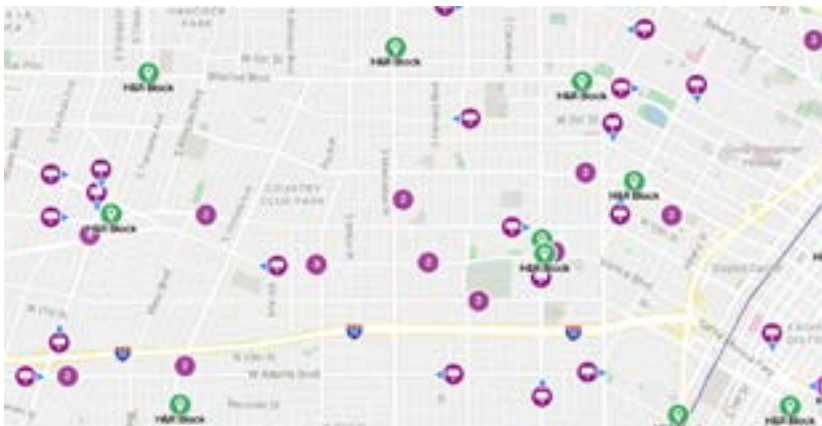
## Strategy #3: With a Clear Purpose

**GOAL:** Immediately influence the customer journey.

**APPROACH:** Use POI-targeting and place-based strategies to drive in-store foot traffic.

OOH advertising has become more performance-driven than ever. A lot of this is due in part to the place-based strategies and point-of-interest (POI) targeting fueling out-of-home as a performance marketing channel. This OOH advertising strategy is particularly useful for brick-and-mortar businesses, like restaurants and retailers, looking to increase in-store foot traffic from local shoppers by strategically placing ads at key points along the shopping journey.

Because these ads are purely location-based, they aren't necessarily going to reach a massive swath of consumers. However, they will reach local consumers who are much more likely to take action on an ad. As a result, these OOH placements tend to be reasonably priced and within reach, budget-wise, for the local businesses that will gladly double down on a marketing investment that boosts foot traffic.



*A leading tax preparation services firm used AdQuick's point-of-interest targeting feature to launch a hyper-targeted OOH campaign designed to drive foot traffic as well as conquer their competitors.*



# The 2021 OOH Playbook: 7 Strategies for OOH Success

## Strategy #4: Follow the Consumer

**GOAL:** Reach a specific target audience.

**APPROACH:** Use audience data and filters to surface the most audience-relevant ad units.

Instead of casting a wide net within a market, it's now possible, using solutions like AdQuick, to use granular audience data to find, reach, target, and engage consumers through OOH advertising with greater precision than ever before. Because this is a more performance-driven strategy, it's not going to give you wide reach. But it will get your brand in front of the right consumers and motivate them to take action on what you offer, either online or otherwise, because your marketing message is more likely to resonate.

While this is a solid strategy for uncovering hidden potential customers in new markets, it's especially useful for niche brands needing to target, you guessed it, niche customers.

## Strategy #5: Show No Mercy

**GOAL:** Reach consumers in 'buying mode' and steal market share.

**APPROACH:** Use POI-targeting and place-based strategies to identify ad units near your competitor's brick-and-mortar locations.

Think of this like advertising warfare. Whether you are a supermarket trying to steal market share from your nearest competitor or a shiny, new DTC brand unafraid to go head-to-head with more old-school brick-and-mortar players (think: all of the new mattress brands today), this OOH advertising strategy puts your brand in an adversarial position. In other words, by promoting your brand's unique value propositions, offers, or points of differentiation in the vicinity of your competitor, you encourage

# The 2021 OOH Playbook: 7 Strategies for OOH Success

your competitor's customers to think twice about potentially trying something new.

This is especially powerful when consumers are in full-on shopping mode and must choose what's behind either door number one or door number two to complete their shopping journey. Oh, the power of persuasion—or just a better deal!

This strategy can be used by virtually any brand or business, big or small. The goal here is to be provocative above anything else in an effort to shift consumer behaviors or habits. Some of these OOH placements might have broad reach while others might be more narrow, which means pricing can vary significantly across markets and placements. Either way you look at it, this strategy is a great

## Strategy #6: More Bang for the Buck

**GOAL:** Get mass exposure at the lowest possible cost.

**APPROACH:** Use historical pricing data to take advantage of short-term price drops.

Some strategies require a bit more planning (and budget) in advance. This strategy is quite different than the others discussed above. It's 100% focused on maximizing brand exposure across 'non-premium' inventory for a great deal. The only hitch is that getting these great deals requires buying whatever OOH inventory is available at the last minute.

The upside to this is simple. It can and will get you mass exposure in your chosen target markets and, therefore, is a great way to make your marketing budgets scale quickly. Given the tight turnaround between buying the media and then sending off the final creative, however, the biggest downside with this strategy is that you could give your creative folks or agency partners a panic attack. But that's all part of the trade off for a great deal and the opportunity to get your brand canvassed broadly across a handful of target markets.

# The 2021 OOH Playbook: 7 Strategies for OOH Success

## Strategy #7: Slow and Steady Wins the Race

**GOAL:** Drive greater offline and online performance.

**APPROACH:** Test, refine, and optimize campaigns in real-time.

People (and brands) who love data will likely gravitate to this strategy. As with other digital media, programmatic digital out-of-home (DOOH) allows marketers to monitor the performance of their campaigns in real-time. The benefit here is that it creates opportunities to optimize creative, refine audience targeting, and manipulate other campaign variables to boost and scale performance as much as possible.

Speaking of scale, with these data-driven insights and learnings firmly in place, marketers are in a better position to double down on the DOOH tactics that work and immediately eliminate those that don't in order to drive the greatest ROAS (return on ad spend) possible. But it also gives marketers an opportunity to be of the 'test' mindset with OOH advertising campaigns—in ways that were never possible with this medium before.

### OOH advertising doesn't follow a single strategy

The big takeaway here, if it wasn't clear already, is that there's no right or wrong strategy for planning, launching, measuring, and learning from your out-of-home campaigns. Depending on your goals, budgets, customer profiles, and likely a slew of other variables unique to your brand, there are a lot of different ways to drive OOH advertising success.

Here, we've given you seven distinct strategies to test out as a starting point. The goal isn't to limit yourself to only one strategy but rather to test them all—in order to land on the best combination of strategies that can drive the greatest long-term success for your brand.



Chapter 8:  
**OOH**  
Measurement:  
How to  
Measure  
Your OOH  
Campaign

# OOH Measurement: How to Measure Your OOH Campaign

If you are still of the mindset that OOH can't be measured, it's time to revisit that (incorrect) assumption. With the right partner, you can enjoy OOH measurement on par with digital media.

AdQuick gives marketers the ability to track and isolate OOH, directly attribute online and offline conversions, measure true ROI through rigorous lift analysis, compare relative performance by unit, and optimize campaigns to improve outcomes over time — all for both digital and static OOH media.

Read on to learn about four key ways to measure the performance of your OOH media campaigns, regardless of your brand objective and campaign KPI.

## Attribution Analysis

Attribution analysis is one of the most powerful tools in a performance marketer's toolkit, because it uncovers insights that can be used for campaign optimization. Attribution answers the question: "what units performed better than others, and what learnings can I use to improve outcomes on my next campaign?"

The foundation of OOH attribution is OOH ad exposures, which are akin to impressions in the digital media space. It's now possible to track unit-level ad exposures for both static and digital OOH ad units using location data.

You can also use location data to track offline conversion events (like visits to a physical location), or you can drop a pixel on your website to track online conversion events (like ecommerce sales or new prospect leads).

Attribution analysis allows you to connect these two dots — merging ad exposure data with conversion data to understand which conversions should be attributed to (or get credit for) which ad units. AdQuick has the industry's only in-flight, real-time performance dashboard powered by multiple integrations covering

# OOH Measurement: How to Measure Your OOH Campaign

every online and offline KPI, including in-store foot traffic and sales, app events, and online visits and sales. This dashboard allows you to easily measure and track performance KPIs such as attributed conversions, exposure conversion rate, and frequency of exposure before conversion.

## Lift Analysis

Attribution reporting tells you what components of your media plan worked best, but to understand their true ROI, marketers must isolate the impact of OOH. To do this, we use controlled experiments — lift studies with treatment and control groups to measure the OOH ROI on both upper funnel and lower funnel KPIs. AdQuick has some of the best geographic lift measurement solutions in the market.

One of our favorite approaches is causal impact analysis. Causal impact analysis allows you to analyze the impact of a campaign from a bird's eye view using time series data. We compare one or more control markets to an experimental market — i.e., the market in which you run OOH. We then analyze the lift in your conversion metric in the experimental market relative to the control(s), and create a model that will tell us the portion of the lift that can be statistically attributed to the OOH campaign.

This kind of analysis answers the question, “did my OOH campaign work, and to what degree?”.

## Halo Effect

Attribution and lift analysis can help you measure the direct impact of your OOH campaign on a variety of metrics, including ecommerce sales and brick-and-mortar store visitation. But what about the indirect impact of your OOH campaigns?

### ***A note about data quality:***

Your analysis is only as good as the data it's built upon. Remember the old adage “garbage in, garbage out”, which reminds us that flawed input data produces flawed output — or “garbage”.

At AdQuick, we only aggregate high-quality, anonymized, opt-in, app-sourced location data for measurement.

# OOH Measurement: How to Measure Your OOH Campaign

It is well-known that OOH boosts the effectiveness of your other marketing channels. This is often referred to as the “halo effect”.

At AdQuick, we’ve pioneered an approach to measure geo-located lift in clickthrough rate and conversion rate to determine if OOH ads improved the performance of your digital ads. We’ve even established integrations with Google, Facebook, and Segment to make this as easy as possible.

## Social Mentions

Because OOH advertising can provide uniquely immersive and engaging brand experiences, pictures of creative outdoor ads are often shared through social media. However, the tracking mechanisms used to measure consumer actions like website visits can’t be used on third-party websites, so OOH campaigns designed to spur social mentions require their own flavor of measurement tactics.

A common approach to measure social mentions is analyzing the lift in usage across pre-determined hashtags, but this approach only catches posts that have the correct hashtag — which is usually a very small subset of all relevant posts.

In order to improve the accuracy of social mention measurement, AdQuick has developed the industry’s first image recognition solution to seamlessly analyze how often specific OOH creatives are shared on Instagram and other social media.

## And Many More...

The OOH measurement options described above are just the tip of the iceberg. Other methods — such as brand surveys, SMS direct response, and vanity URLs — abound. The ideal measurement strategy often involves multiple approaches for a single campaign.

## Conclusion

As you can see, OOH has grown well beyond the brand awareness-driving role that was its de facto claim-to-fame in the past. And now with data, insights, location-based intelligence, audience targeting, and so much more breathing new life into the out-of-home space, there's never been a better time than now to rethink how your brand uses OOH advertising to its full potential.

If you want to unlock the power of OOH advertising for your brand but still need the tools to do so effectively, our OOH experts can help. **Schedule a demo today!**