

Digital Out-of-Home (DOOH)

Captivate On-the-Go Audiences

Using real-time data, programmatic Digital Out-of-Home (DOOH), serves contextually relevant ads to consumers in public spaces in **unobtrusive and memorable** ways.

Enable Ultimate Viewability

DOOH's visually engaging nature makes it ideal for standing out in high-traffic locations such as airports, highway roadsides, malls, office buildings, subway stations, universities, and more. The vast and growing number of digital screens in the physical world offers a unique opportunity for **massive reach and high-impact messaging** natively woven into consumers' daily journeys.

An Opportunity to Expand Reach

- 73%** Of consumers view DOOH ads favorably
- 76%** Of DOOH viewers took action after seeing an ad
- 35%** Of marketers plan to add DOOH by the end of 2025, up from 27% in 2024

Sample Inventory Partners



Amplify Your Brand

- With Q1Media's agonistic approach and objectivity, enjoy a single point of access to **the largest pool of global premium DOOH inventory at scale.**
- Engage audiences through **strategic screen, venue, and geo-targeting.**
- Maximize relevance with localized ads, weather triggers, or time-of-day to ensure your ads are reaching the right audience at the right time.
- Implement omnichannel retargeting to **bridge consumers' physical and digital worlds.**

Deliver Campaign Insights

Understand performance in real time as part of a holistic data-driven strategy, including audience impressions, venue type, and time of day.