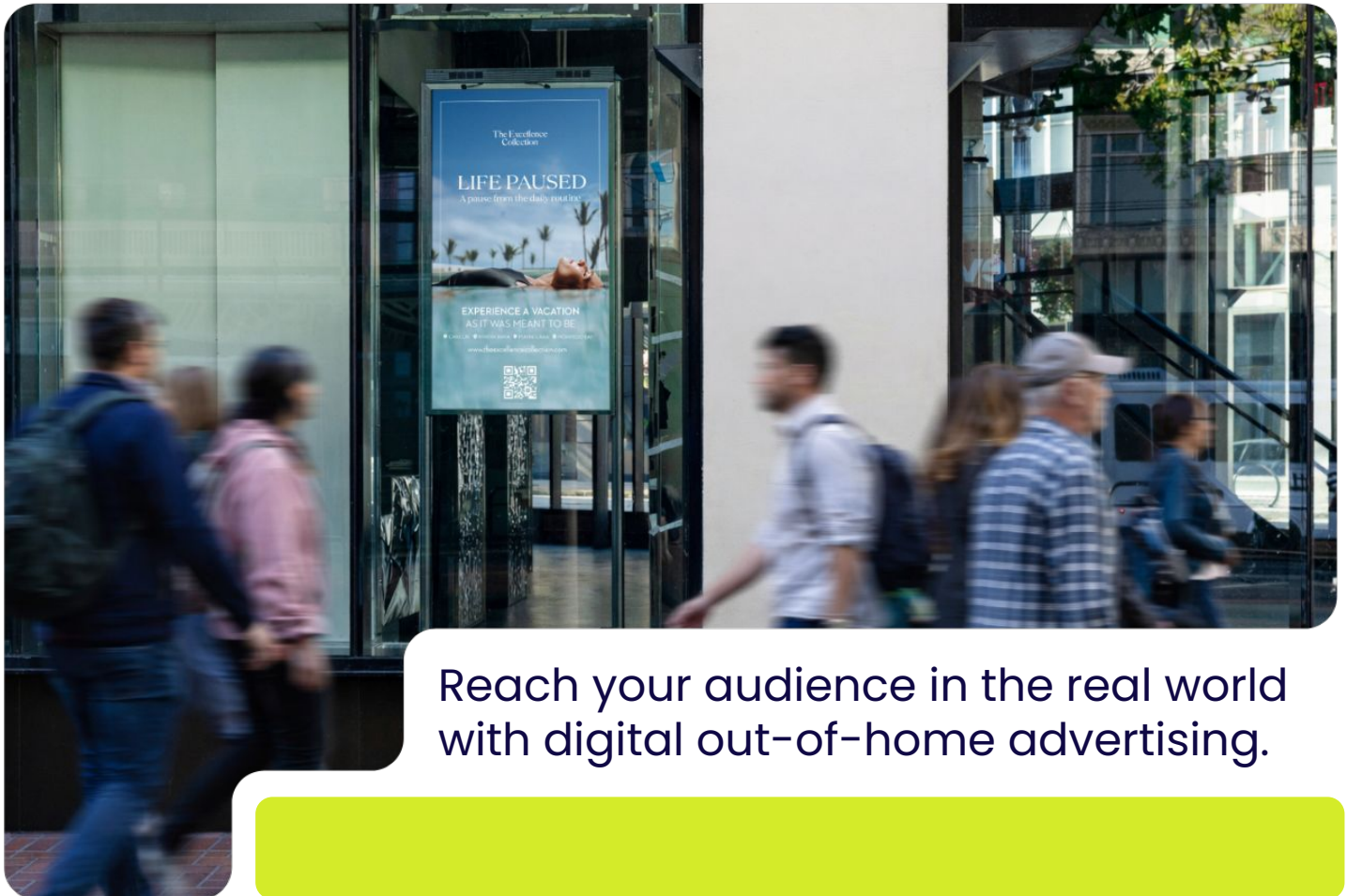


The Ultimate DOOH Playbook for Modern Day Advertisers



Reach your audience in the real world with digital out-of-home advertising.

A comprehensive guide for media buyers, planners, traders, and marketers to plan, buy, execute, and measure digital out-of-home campaigns with confidence and ease.

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Screenverse + ApparatiX billboards

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Section 1: DOOH Basics & Formats

1.1 What Is DOOH?

Digital out-of-home (DOOH) advertising refers to dynamic, screen-based media displayed in public spaces ranging from massive highway billboards to airport terminal screens, transit shelters, shopping malls, residential and office buildings, grocery stores, gyms, and more.

Unlike traditional static OOH, DOOH enables real-time content updates, audience-triggered playback, programmatic buying, and data-driven targeting.

WHY NOW: Out of home (OOH) advertising revenue reached a record \$9.46 billion in 2025, marking 3.6% year-over-year growth. DOOH remained a key driver of industry growth, accounting for 36.3% of total OOH revenue and increasing 10.5% year over year as digital inventory expands into new venues and programmatic infrastructure matures.

1.2 DOOH's Role in the Evolution of Omnichannel Media

Omnichannel marketing didn't emerge as a trend—it evolved as a necessity.

As consumers began moving seamlessly between streaming, social, mobile, and real-world environments, the traditional channel-based approach to media planning started to break down. What was once a collection of siloed strategies has become a need for connected, continuous experiences that reflect how people actually live.

At the same time, signal loss and platform fragmentation have made it harder to rely on digital channels alone. The result is a shift toward more integrated, resilient media strategies—where success is no longer defined by performance within a single channel but by how effectively brands show up across the entire consumer journey.



Why include DOOH in your omnichannel media mix?

DOOH helps solve many of the challenges facing today's digital channels, from signal loss and third-party cookie decline to fragmented CTV audiences and declining attention.

Signal Loss

Challenge: Reduced visibility into user behavior limits targeting and measurement.

DOOH Solution: Reaches real audiences in physical environments without relying on user-level tracking.

Attention Scarcity

Challenge: Digital channels are saturated, making it harder to capture attention.

DOOH Solution: Advertising in DOOH allows brands to take over a screen with no clutter or competition nearby. Ensuring attention and visibility are at an all-time high.

Third-Party Cookie Decline

Challenge: Loss of third-party cookies restricts individual tracking and retargeting.

DOOH Solution: Leverages contextual and location-based targeting that is privacy-safe and future-proof.



CTV Fragmentation

Challenge: Audiences are fragmented across platforms, limiting unified reach.

DOOH Solution: Provides broad, incremental reach outside the home to unify and expand omnichannel campaigns.

Real-World Measurement

Challenge: Difficult to tie digital exposure to real-world outcomes.

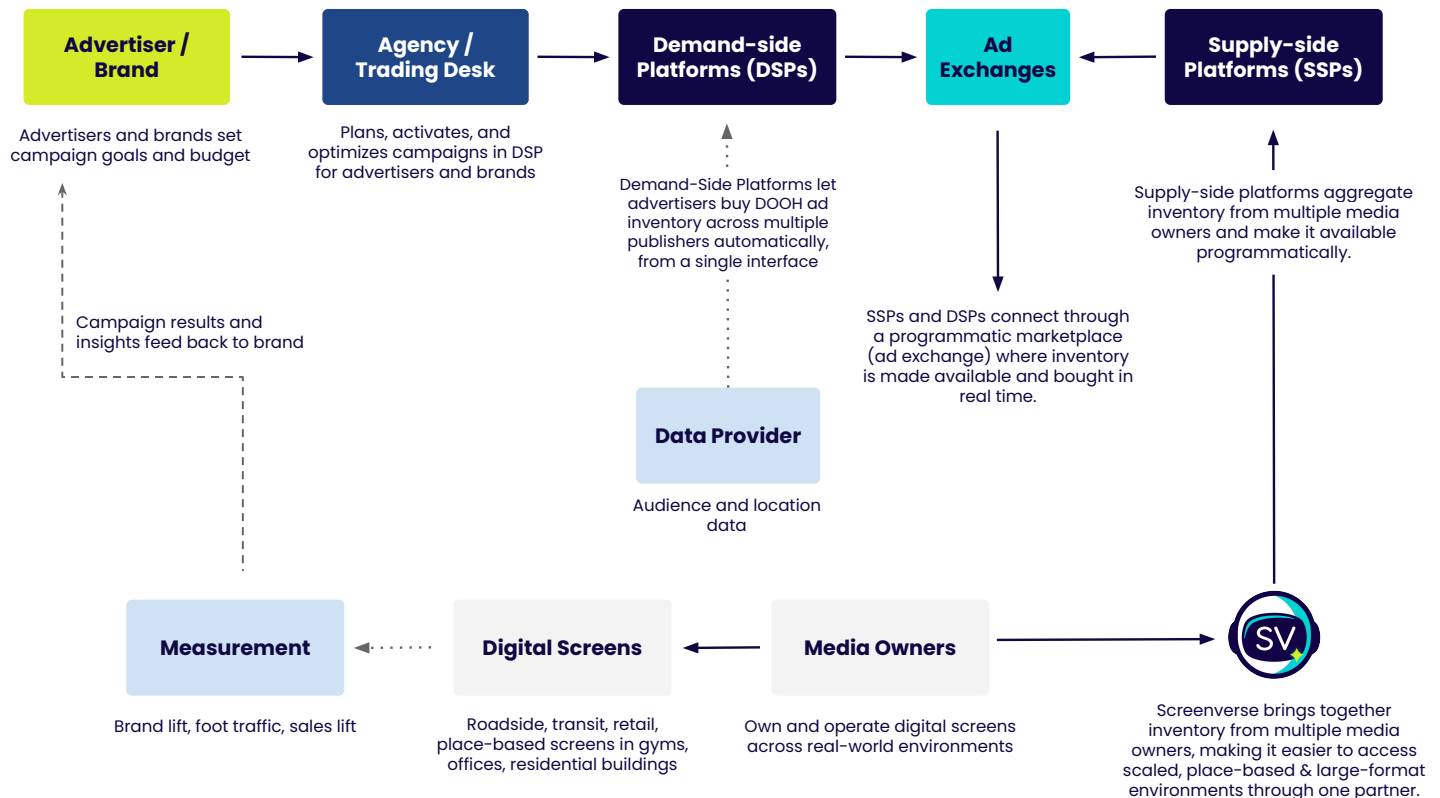
DOOH Solution: Uses advanced mobile and attribution data to measure foot traffic, sales lift, brand lift, and real-world impact.

1.3 The DOOH Ecosystem

Understanding the key players is essential before you bring your brand into the physical world.

Player	Role	Examples
Media Owner / Publisher	Owns and operates the physical screens and locations.	TouchTunes, Vertical Impression, Smartify
DSP (Demand-Side Platform)	Technology platform that enables programmatic buying across multiple media owners.	The Trade Desk, StackAdapt, DV360, Vistar Media, Yahoo
SSP (Supply-Side Platform)	Media owner-side tech that makes inventory available programmatically.	Perion (Hivestack), Vistar Media, Broadsign
Data Provider	Supplies audience and location intelligence to enable targeting.	Accretive, Epsilon, Foursquare, LiveRamp
Measurement Vendor	Tracks campaign outcomes – exposure, foot traffic, brand lift.	ABCS Insights, Kantar, Disqo, Reveal Mobile, PlacelQ
Agency / Trading Desk	Plans, buys, and manages campaigns on behalf of advertisers.	Omnicom, Publicis, independent shops

1.4 How a Campaign Travels from brand to screen: The DOOH Ecosystem



1.3 DOOH Format Guide

Unlike painted murals and static billboard posters, DOOH comes in many different shapes, formats, and environments. The following are a few examples of DOOH venue types.

Roadside & Billboards

- Large format bulletins: 14'x48' — max reach along highways and major arterials
- Digital spectaculars: custom oversized units in major cities and marquee destinations such as Times Square, Nashville, etc.
- Best for: Brand awareness, product launches, broad reach campaigns

Transit

- Station dominations: full takeover of subway, rail, or bus terminal
- Platform screens: high dwell-time environments with captive commuter audiences
- Bus shelter/street furniture: hyper-local reach at pedestrian level
- Airport: premium, high-income, frequent-flyer audiences
- Best for: Sequential messaging, frequency building, commuter/traveler targeting

Retail & Point of Care

- In-store screens (grocery, pharmacy, convenience) are great for reaching audiences with proximity to purchase where decisions occur in-store
- Mall directories and corridor screens: shopping intent environments
- Medical office/waiting rooms: health-focused, captive audiences
- Best for: CPG, pharma, retail, lower-funnel activations

Place-Based / Experiential

- Gyms and fitness centers: active, health-conscious audiences
- Bars, restaurants, entertainment venues: social, sports, and leisure moments
- Office buildings: B2B, professional demographics
- Gas station pumps: captive 3-4-minute dwell window to reach audiences on-the-go
- Best for: Lifestyle brands, niche targeting, contextual relevance



PRO TIP: Mix different format types within a campaign to map the consumer journey. Layer high-reach roadside for awareness, then use place-based formats to hit your audience in contextually relevant moments closer to the point of purchase.

Section 2: Planning & Targeting

2.1 Defining Your Campaign Objectives

When planning an integrated omnichannel campaign, consider extending campaign reach and messaging beyond traditional digital channels into the physical spaces where your audience frequents.

Every DOOH campaign should map to a clear marketing objective. The objective drives format selection, buying method, measurement approach, and creative requirements.

Objective	Recommended Approach	KPIs
Brand Awareness	High-reach roadside + transit; broad geo targeting	Impressions, reach, frequency, brand recall
Audience Targeting	Programmatic DOOH via DSP; audience segments + geofence	Targeted impressions, audience index, CPM
Foot Traffic / In-store visits	Proximity-based screens near locations; retargeting	Visit lift, incremental visits, cost per visit
Sales / Conversion	Place-based near point-of-sale; mobile retargeting sync	ROAS, revenue lift, conversion rate
Competitive Conquesting	Proximity targeting near competitor locations	Share of voice, visit diversion
Event / Moment Marketing	Daypart targeting + programmatic triggers	SOV during event window, engagement



54%

Of consumers say DOOH ads influence their purchase decisions.

Source: OAAA & The Harris Poll

303%

Increase in reach when DOOH is added to mobile or web messaging.

Source: [OAAA](#)



2.2 Audience Targeting Capabilities

DOOH provides advertisers with expansive targeting capabilities that are unavailable or limited in other channels. From targeting by DMAs to identifying health-conscious audience groups that love to hike and shop at Whole Foods, DOOH targeting has evolved from reaching the right places to reaching the right people.

Geographic Targeting

- DMA / Metro level: standard geo for national campaigns
- ZIP code: tactical local campaigns
- Radius / geofence: proximity to specific locations (stores, stadiums, competitors)
- Custom polygons: draw custom shapes around venues or trade areas

Audience Segment Targeting (Programmatic)

- First-party data onboarding: match your CRM data to DOOH exposure via device IDs
- Third-party segments: purchase intent, demographic, lifestyle audiences via data providers
- Contextual targeting: select screens by venue category (gyms = fitness audience)
- Behavioral: frequent restaurant visitors, recent auto purchasers, business travelers, etc.

Dayparting & Temporal Targeting

- Day of week: weekday vs. weekend patterns
- Time of day: breakfast, commute AM, lunch, commute PM, evening, overnight
- Seasonal / event-based: weather triggers, sports events, news events (programmatic only)

DOOH audience targeting is probabilistic, not deterministic. Audience index scores indicate the likelihood of a given profile passing a screen, not a guaranteed 1:1 match. In general, index scores of 115+ signal a strong correlation between the target audience and proximity with the screen placement—ultimately ensuring the campaign is reaching the right audience in the right venue.

2.3 Building a Reach & Frequency Plan

Use the following framework as a guide to set realistic reach and frequency goals:

1. Define your target audience universe (e.g., Adults 25–54 in Chicago DMA)
2. Set a minimum effective frequency. Typically 3–5 exposures for awareness, 7+ for recall
3. Calculate required GRP (Gross Rating Points) = Reach % × Average Frequency
4. Map GRP to budget using media owner rate cards or programmatic CPMs
5. Adjust for format mix. Digital billboards and roadsides deliver higher reach while place-based screens deliver higher frequency.

2.4 Campaign Flighting Strategies

- Continuous: steady spend throughout the campaign – best for brand building
- Burst / Pulse: concentrated spend in short windows – best for product launches or events
- Flighting: alternating on/off weeks – maximizes reach when budget is limited
- Seasonal: concentrated around tentpole events and key purchase moments (holiday, back to school, summer, major sporting events)

Section 3: Buying Methods & Negotiation

3.1 The Core Four Buying Methods

Method	How It Works	Best For
Direct	Inventory is purchased directly through a negotiated insertion order (IO). Pricing, budget, flight dates, and inventory allocation are agreed upon in advance, providing maximum control, customization, and guaranteed delivery.	Premium placements, sponsorships, custom activations, event-based campaigns, and advertisers seeking exclusive access and the highest level of control.
Programmatic Guaranteed (PG)	Inventory is purchased programmatically at a fixed CPM with a guaranteed budget and delivery commitment. Campaigns benefit from automated execution while maintaining the certainty and priority of a direct buy.	Advertisers seeking the efficiency of programmatic activation combined with guaranteed inventory access, predictable delivery, and simplified campaign management.
Private Marketplace (PMP)	Inventory is transacted through a private auction or preferred deal between the buyer and publisher. Pricing is established in advance or governed by a deal floor, providing prioritized access to inventory without a delivery guarantee.	Audience-based buying, premium inventory access, greater control over supply quality, and campaigns requiring flexibility with enhanced transparency.
Open Exchange (OE)	Inventory is made available through an open auction with non-guaranteed delivery. Advertisers bid in real time for available impressions, with pricing determined dynamically based on market demand.	Scalable reach, broad inventory access, audience targeting, and testing strategies. Ideal for advertisers seeking flexibility and optimization through real-time bidding without guaranteed delivery.



Olyns Media Network

3.2 Building an Omnichannel Media Strategy with DOOH

DOOH performs best when it is integrated into a broader media strategy rather than planned in isolation. As consumers move between physical and digital environments throughout the day, DOOH can extend reach, reinforce messaging, and improve overall campaign performance across multiple channels.

Method	Primary Role	How DOOH Enhances Performance
CTV	Storytelling & Awareness	Extends video messaging into real-world environments and increases incremental reach.
Social Media	Engagement & Consideration	Reinforces messaging in physical environments and creates additional touchpoints that drive online engagement.
Mobile	Action & Conversion	Connects real-world exposure to digital action through location-based measurement and retargeting strategies.
Retail Media	Purchase Influence	Reaches consumers near the point of purchase and complements retail media investments both in-store and out-of-store.
Search	Demand Capture	Builds awareness and consideration that can increase branded search activity and intent.

Key Planning Principle

The most effective campaigns use DOOH to bridge the gap between digital impressions and real-world consumer behavior. Rather than operating as a standalone channel, DOOH serves as a connective layer that amplifies reach, reinforces messaging, and improves performance across the entire media ecosystem.

3.3 The Omnichannel Media Activation Landscape

Top Omnichannel DSPs

Activate campaigns across multiple channels from a single platform.



Top DOOH-Focused DSPs

Purpose-built platforms specializing in digital out-of-home activation.



The modern media ecosystem is increasingly converging toward omnichannel buying environments where advertisers can activate, optimize, and measure campaigns across CTV, DOOH, mobile, display, audio, and retail media through a unified workflow.

3.4 RFP Best Practices

When issuing a Request for Proposal to media owners, include:

1. Campaign objectives and KPIs
2. Target audience definition (demo + behavioral)
3. Target markets / geographies
4. Campaign dates and flight duration
5. Budget range (or ask for tiered proposals at multiple budget levels)
6. Format preferences (roadside, transit, place-based)
7. Creative specs and production timeline
8. Measurement requirements (are third-party tags supported?)
9. Deal structure preference (guaranteed vs. programmatic)

Section 4: Creative Specs & Best Practices

4.1 Standard Creative Specifications

When designing for DOOH, the canvas matters just as much as the messaging. From large digital billboards on busy highways to eye-level screens in residential and office buildings, everything from color to font size and aspect ratio will play a vital role when submitting creative. The following are *general guidelines* for different venue formats in OOH.

Not all OOH placements following the same standardization. It's best to confirm with the media owner and the supply-side platform where campaign activation will take place.

Format	Dimensions	File Specs
Bulletin (Large Billboard)	1920×640 px (3:1)	MP4/H.264, JPG/PNG; max 30MB; 10–15 sec
Poster (Standard Billboard)	1080×1920 px or 1280×960 px	MP4/H.264, JPG/PNG; max 25MB; 10–15 sec
Transit / Platform Screen	1920×1080 px (16:9)	MP4/H.264, JPG/PNG; max 20MB; 10–30 sec
Street Furniture / Shelter	1080×1920 px (portrait)	MP4/H.264, JPG/PNG; max 20MB; 10–15 sec
Airport (Landscape)	1920×1080 px (16:9)	MP4/H.264, JPG/PNG; max 30MB; 15–30 sec
Gas Pump / Kiosk	800×1280 px or 1280×800 px	MP4/H.264, JPG/PNG; max 15MB; 15–30 sec

4.2 Creative Best Practices

Design for Glance Viewing

- DOOH audiences have 2–5 seconds of attention depending on placement and environment dwell time. Design for a quick 3–5 second scan, not a 30-second read.
- Use ONE clear message per creative. Do not try to communicate multiple points
- The 3–3–3 rule: 3 words, 3 colors, 3 seconds. Viewers should absorb your message at a glance

Visual Hierarchy

- Lead with a high-contrast, attention-grabbing visual or headline
- Brand logo: place top-left or bottom-right; minimum 10% of frame height
- CTA (call-to-action): keep it ultra-simple with a URL, hashtag, QR code, or single phrase
- Avoid QR codes on highway billboards; they work well in transit/dwell environments

Typography

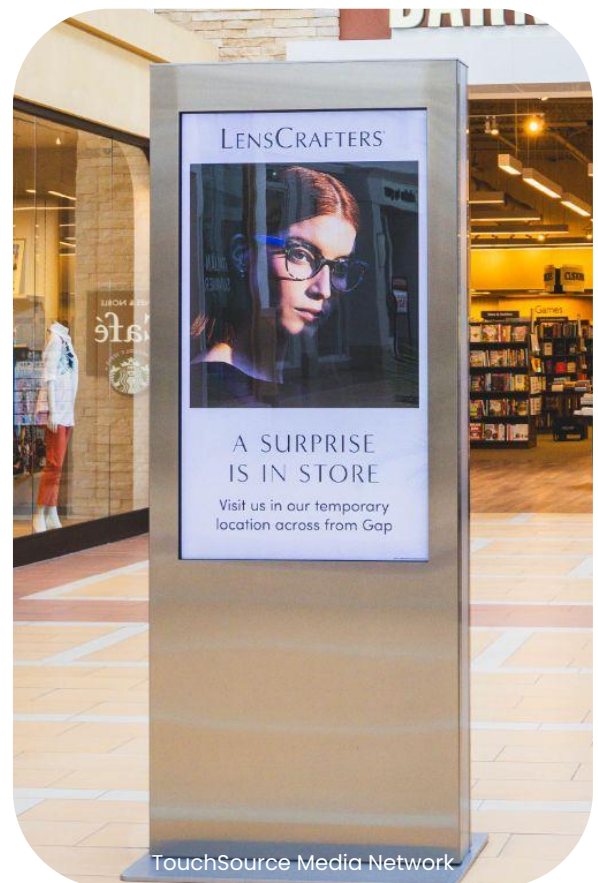
- Minimum font size: equivalent to 10% of screen height for primary headline
- Use bold, sans-serif typefaces — condensed fonts work well for tight formats
- Avoid body copy or any text smaller than 8% of screen height
- High contrast between text and background is non-negotiable

Color & Contrast

- Use high-contrast color combinations (dark on light, light on dark)
- Avoid red/green combinations (color blindness accessibility)
- Test creative on screen brightness levels — DOOH screens can wash out subtle gradients
- Bright, saturated colors outperform muted palettes at distance

Motion & Video

- If using video, ensure the message is clear with audio OFF — DOOH is almost always silent
- Motion should support the message, not distract from it
- Loop seamlessly — avoid hard cuts or flashes that create jarring loops
- First frame = last frame: design so the loop reads naturally



4.3 Bringing Digital Video to Real Life

Online video connects brands to consumers in ways other formats cannot. From educating audiences to evoking emotion through rich storytelling, video captures attention in everyday one-to-one moments: with a personal device, computer, or television screen.

With DOOH, brands can extend video into the physical world to evoke the same emotions and impact through high-impact placements, greater scale, and visibility in one-to-many moments with digital screens in malls, gyms, offices, restaurants, and bustling city centers.

DOOH Performance

2.5x

Video creatives on premium large format DOOH drives 2.5x more brand choice than static content

Source: [Ocean Outdoor](#)

8.2x

Longer attention than online ads, 5.5x longer than social media content, and 1.6x longer than online video



4.4 Dynamic & Triggered Creative

Programmatic DOOH enables data-triggered creative where messaging and advertisements change based on real-world signals. The following are a few examples of dynamic creative:

- Weather triggers: show warm beverage ads when temp drops below 40°F
- Time of day: breakfast messaging 6–10am, happy hour 4–7pm
- Sports scores / live events: dynamic score overlays or victory messaging
- Pollen count / air quality: allergy medication, HVAC, outdoor activity brands
- Stock price / financial data: relevant for financial services brands
- Nearest store / inventory: show real-time product availability

Dynamic creative requires a DOOH-compatible creative management platform (CMP) such as Perion (Hivestack) Vistar Media, or Broadsign. Including dynamic and triggered creative in your DOOH campaign ensures your messaging is contextually relevant, timely, and up to date without additional manual work.

Just design the creative, set the triggers, and let the programmatic technology do the rest.

Section 5: Measurement, Attribution & Reporting

5.1 The DOOH Measurement Framework

DOOH measurement operates at multiple levels—from optimizing in-flight to measuring purchase behavior after exposure. Build your measurement plan from the ground up:

Level	What It Measures	Tools / Sources
Delivery	Impressions served, plays completed, share of voice	Media owner reporting, DSP dashboard
Audience Verification	Did the right audience see the ad?	Geopath, Comscore, third-party audits
Awareness / Recall	Did the campaign improve brand metrics?	ABCS Insights, Kantar, Lucid, Nielsen Brand Effect
Foot Traffic Lift	Did exposed audiences visit my location?	ABCS Insights, Foursquare Attribution, Placer.ai, GroundTruth
Online Behavior	Did exposure drive web visits or search?	ABCS Insights, LiveRamp, Foursquare, device graph matching
Sales / Revenue	Did the campaign drive incremental sales?	ABCS Insights, Circana (IRI), Nielsen, retailer data matching

5.2 Impression Measurement Standards

There are a variety of impression measurement providers in the OOH industry, such as Geopath and PerView by Place Exchange, that help validate audience measurement across the following key metrics:

- Weekly Impressions: estimated number of people who had an opportunity to see (OTS) the ad
- Reach: % of target audience reached at least once per week
- Frequency: average number of times a reached individual was exposed
- TRP (Target Rating Points): reach × frequency for a defined target audience

Advertisers and publishers use this data to understand how visible screens are and to make informed decisions on when and where to display the ads. The data factors in location, dwell time, screen facing, and more.

Not all measurement providers are the same and vary with the cadency in which the data is audited and updated (quarterly vs. yearly); therefore, we recommend verifying impression measurement data with each individual media network to understand screen-level performance before campaign planning and activation.

5.3 Foot Traffic Attribution

Foot traffic lift studies are the most common attribution method for DOOH. The methodology:

1. A mobile device graph provider identifies devices seen near DOOH screens
2. An exposed group is defined: devices with opportunity to see the campaign creative
3. A control group is created: similar devices NOT exposed to the campaign
4. Visit rates to your target location(s) are compared between the two groups
5. Incremental lift = exposed visit rate minus control visit rate

5.4 Cross-Channel Amplification & Attribution

Today's consumers move fluidly between digital feeds and the real world. They experience brands as they search, scroll, shop in-store, or commute. When combined with other channels, DOOH extends campaign messaging, increases brand awareness, and drives action.

DOOH & CTV

29%

Increase in brand recall

32%

Increase in purchase intent

Brands running cross-channel video and DOOH campaigns achieve significant performance vs. single-channel efforts.

Source: [Magnite](#)



DOOH & Social Media

52%

Of consumers are more likely to engage with a brand online when OOH ads include social media elements in the creative

40%

Of consumers share OOH ads on social media

Source: [OAAA](#)

Brands that include physical media in their omnichannel mix achieve significantly stronger results, with studies reporting more than a **30% increase in impact**.

5.5 Reporting Cadence & KPI Framework

The beauty of DOOH, like many other digital channels, is the ability to monitor campaign performance in real time—enabling advertisers and brands to adjust, optimize, and plan accordingly throughout the campaign flight. Post campaign reporting provides more in-depth performance metrics where impressions can be tied to business outcomes such as purchase intent, brand lift, and incremental sales.

Weekly Reporting (In-Flight)

- Impressions delivered vs. paced plan
- CPM actuals vs. planned
- Programmatic win rates and auction dynamics
- Creative performance by format/location

Post-Campaign Reporting

- Total impressions delivered and completion rate
- Reach & frequency breakdown by market and format
- Audience segment delivery (if programmatic)
- Foot traffic lift results (if applicable)
- Awareness/recall lift (if brand study commissioned)
- Cross-channel synergy metrics (if applicable)
- Learnings and recommendations for next campaign



Quick Reference Checklists

Campaign Launch Checklist

- Campaign brief complete with objectives, audience, geo, dates, and budget
- RFPs issued and proposals received from 3+ vendors per market
- Deal structure confirmed (direct, OE, PG, or PMP)
- Contracts / IOs signed and countersigned
- Creative specs confirmed with all media owners
- Creative assets produced, reviewed, and approved
- Assets delivered to media owners 5-7 business days before go-live
- Third-party tracking tags implemented (if applicable)
- Measurement study commissioned (foot traffic, brand lift)
- Reporting dashboard set up with pacing alerts
- Go-live confirmation received from all media owners

5.6 Measurement Case Study: DOOH + Digital Media + Social Media

Multi-Media Campaign Drives Sales for Major Candy Brand

The Opportunity:

A major candy brand was looking to drive sales at a key seasonal moment through a multimedia approach: OOH (outside convenience stores), via social media and via digital media ads. This multi-pronged approach led to lift results exceeding candy norms.

The Approach:

- ABCS leveraged their location data (67M MAIDS) and credit, bank and debit card data (18 million HH) to identify households exposed to OOH media. ABCS pixelated the digital media and used their Meter Panel to identify households exposed to social media.
- ABCS used experimental design to match households exposed to the ads with a similar control group of households.
- ABCS leveraged their itemized receipt data from 23 million households to understand sales performance

Proven Results:

+5.96%

Sales Lift
(vs 5.19% candy norm)
OOH Lift: 10.94%

\$10.97

Incremental Return on Ad
Spend (iROAS)
Digital iROAS: \$11.96

+4.3%

HH Penetration Lift
OOH HHP Lift: 11.13%
OOH: most incremental buyers



The following case study has been provided by ABCS Insights, an industry leading advertising effectiveness company and Screenverse's preferred partner for DOOH measurement solutions and omnichannel attribution.

About Screenverse

Screenverse is the exclusive programmatic partner for the industry's leading digital out-of-home media networks. We connect brands to coveted audiences through premium DOOH media—from high-impact outdoor placements to place-based inventory in the everyday moments that drive action.

Our platform-agnostic, programmatic-first approach ensures omnichannel advertisers can reach audiences with precision at scale via our integration with all major DSPs and SSPs. We provide full-funnel measurement solutions, data-driven audience targeting, and white-glove service at every step of the way.

Learn more at screenversemedia.com or connect with us on [LinkedIn](#) or [Instagram](#).

