



Platform161 is a leader in Programmatic Out Of Home (OOH) since 2014, having won multiple awards as an innovator and leader in the space. Our Digital Out Of Home (DOOH) offering integrates all our DSP targeting options with the new ability to run on DOOH screens. DOOH can be seamlessly integrated with other digital channels available within Platform161. All leading SSP's are connected in Platform161 and are available for targeting.

Reach your audience anywhere and everywhere out of their home.

Platform161's DOOH adds another layer to programmatically targeting audiences across all channels. Take full programmatic control of your advertising and turn OOH into a much more dynamic and relevant medium.

Benefits

1. Precise audience reach and targeting.
2. Adjust your advertisement to specific times, days, and the weather. Such as, to peak hours of travel and shopping.
3. Integrate with location data, mobile, social media, and much more.
4. Integrated and detailed reporting.
5. Management over multiple supply sources.
6. Easily integrate DOOH into your cross-media campaign under one platform.
7. Instant insights with real-time optimizations.
8. Improved ROI.
9. Better visuals, on bigger screens.
10. Limitless creativity and possibilities.
11. Smart and efficient programmatic buying.

Take the next step and let us help you get the most out of omni channel marketing



Inventory

Airports
City centers
Highways and gas stations
Museums
Parking garages
Shopping streets and malls
Sport venues
Train stations
In-stores
and many more places

Contact us to learn more about how our DOOH solution can increase your campaign performance today!

