



Out of Home Goes Digital

The Out Of Home (OOH) advertising market is set to pass \$40bn globally in 2021.

The switch to digital is almost entirely responsible for this growth and with it, the breadth of screens available to buy programmatically. As the OOH market continues to go digital, programmatic innovations are leading to better campaign outcomes for OOH campaigns.

Smart Ads for DOOH

Platform 161 has been an innovator in the Digital Out Of Home (DOOH) space since its inception. The tech we have built enables marketers to purchase DOOH programmatically while also increasing creative capabilities for DOOH. According to Nielsen, these techniques deliver on average an 8% sales uplift for marketers who use our smart ads for DOOH solution.

Besides being able to purchase DOOH programmatically, Platform161 has led the charge on leveraging advertisers' data to power unique creative campaigns including the following.

Product Feeds
Weather

Social Posts
Traffic

Public Transit
HotSpot Connect

Hyper-Local Connect
QR Connect



SOCIAL CAMPAIGNS

Display social media posts with moderated approval.



REAL-TIME INTERACTION

Audiences participate in interactive campaigns like games and polls.



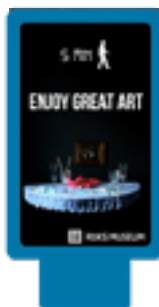
PRODUCT FEED

Display relevant products based on relevancy by weather, time, location, and more.



TIME-BASED

Display time relevant campaigns like what to watch on TV tonight.



HYPER-LOCAL

Display local events like movie times and directions to get there.

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

