
PRDOOH MEASUREMENT IN THE MARKETING MIX

March 2023



Analytic
Partners
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with
commercial mix
modelling at
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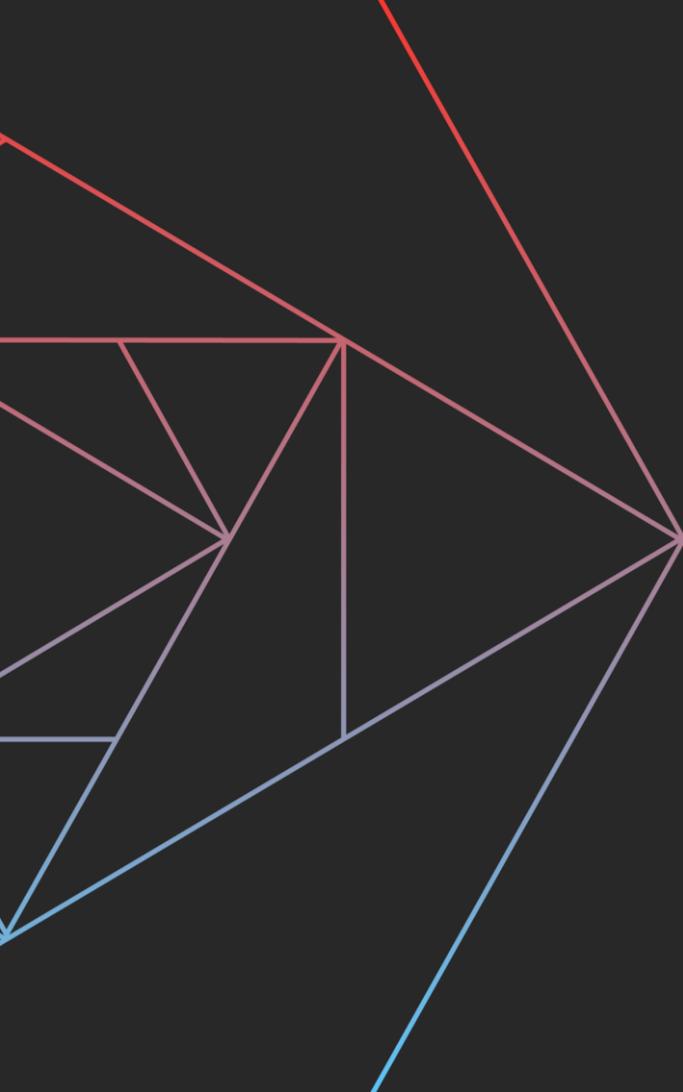
20+ years of global experience

\$6bn in value delivered for clients in 2022

Over \$600bn of marketing activity measured in the ROI
Genome™

The Top Leader in the Forrester Wave: Marketing
Measurement and Optimization 2016, 2018, 2020, 2022



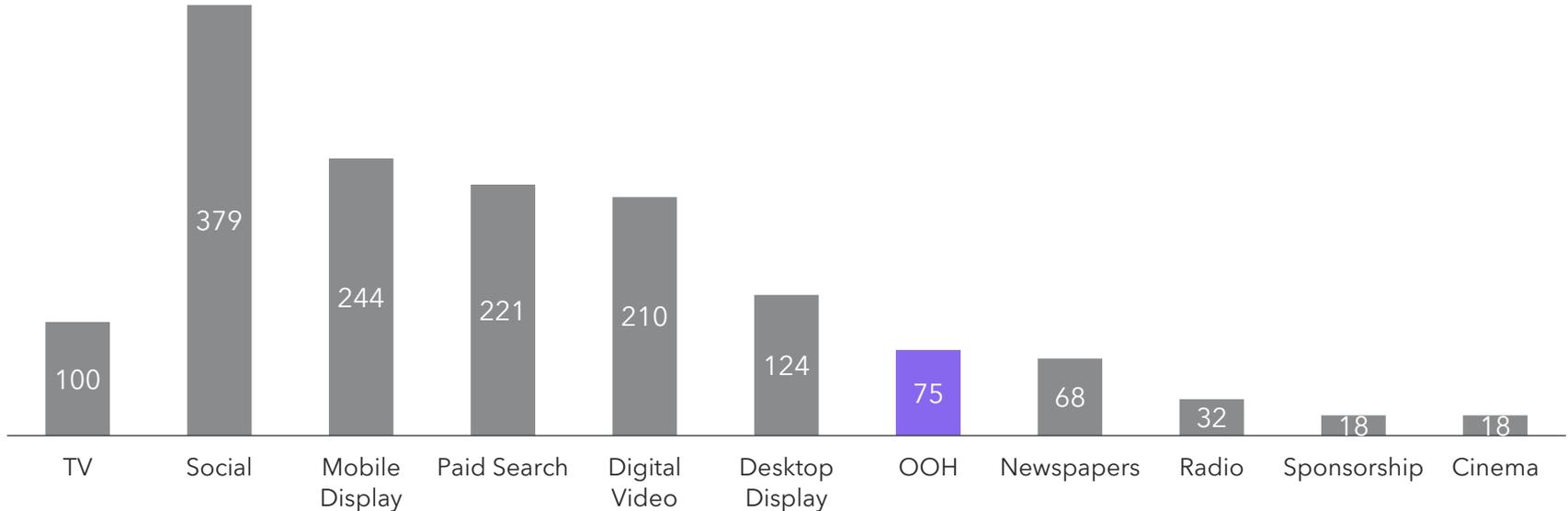


The current state of play

OOH performance in the marketing mix

At face value, OOH's performance looks mediocre

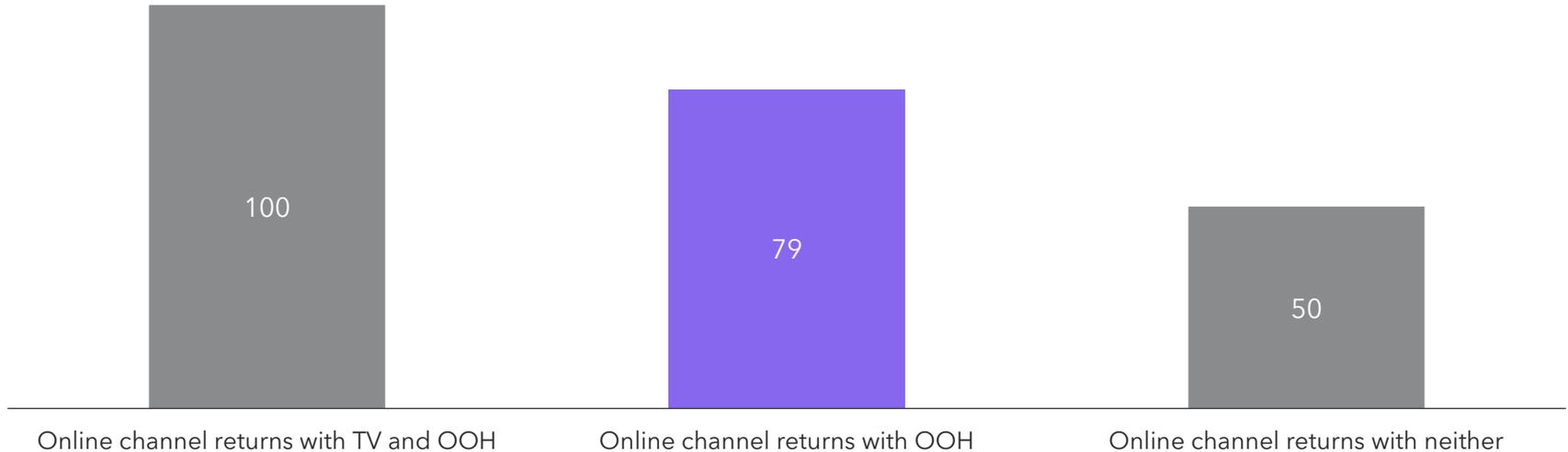
Analytic Partners Australia: Average short-term ROI performance across channels benchmarked to TV



But OOH plays a key role in driving synergy

When TV can't be run, OOH holds up some of the results, but without this, digital results drop significantly

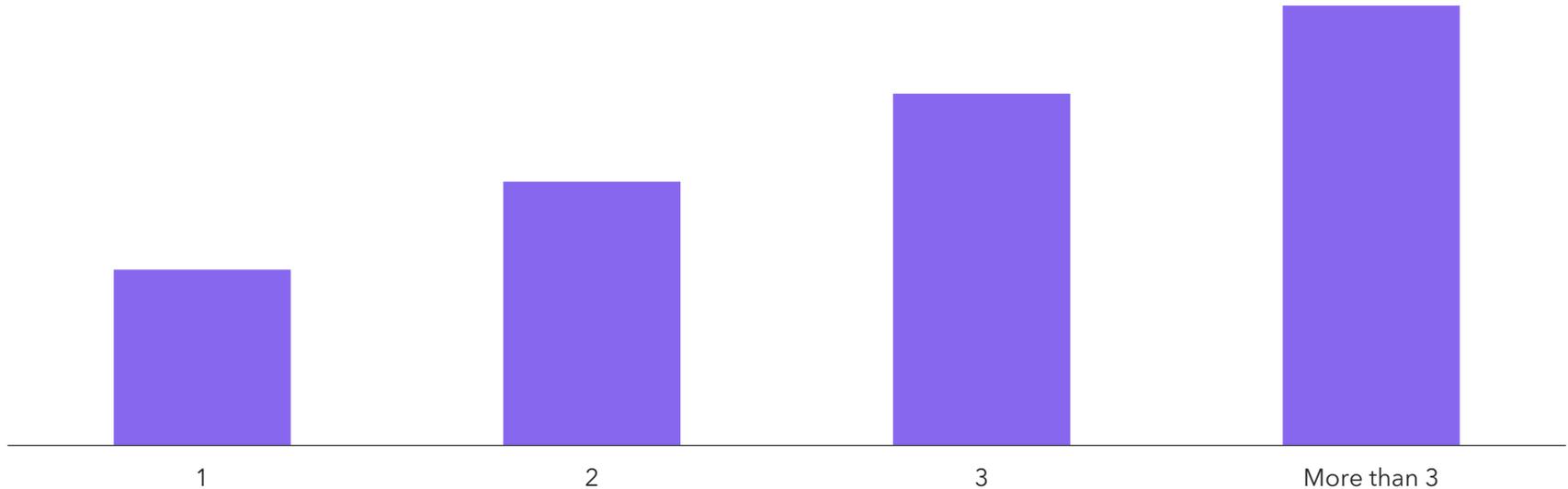
ROI index of online/digital campaigns with or without offline support - Australia



And DOOH (particularly PrDOOH) may help with campaign synergy across digital platforms

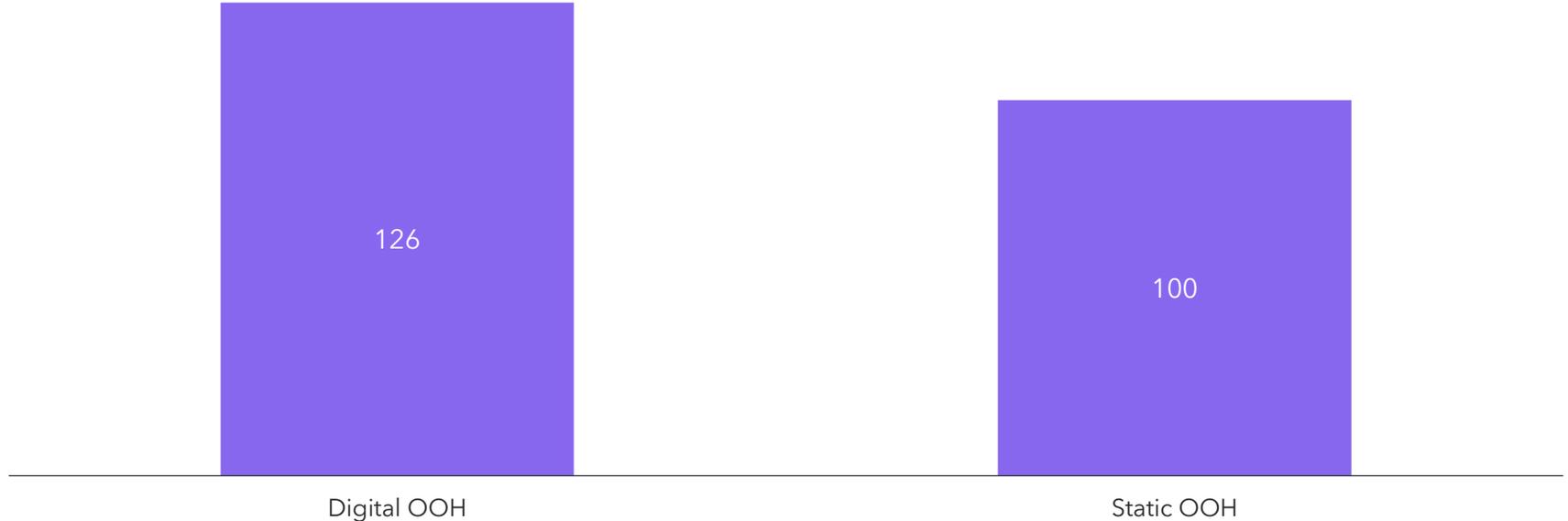
In general, the more channels the better for driving higher returns

ROI by number of digital media channels executed



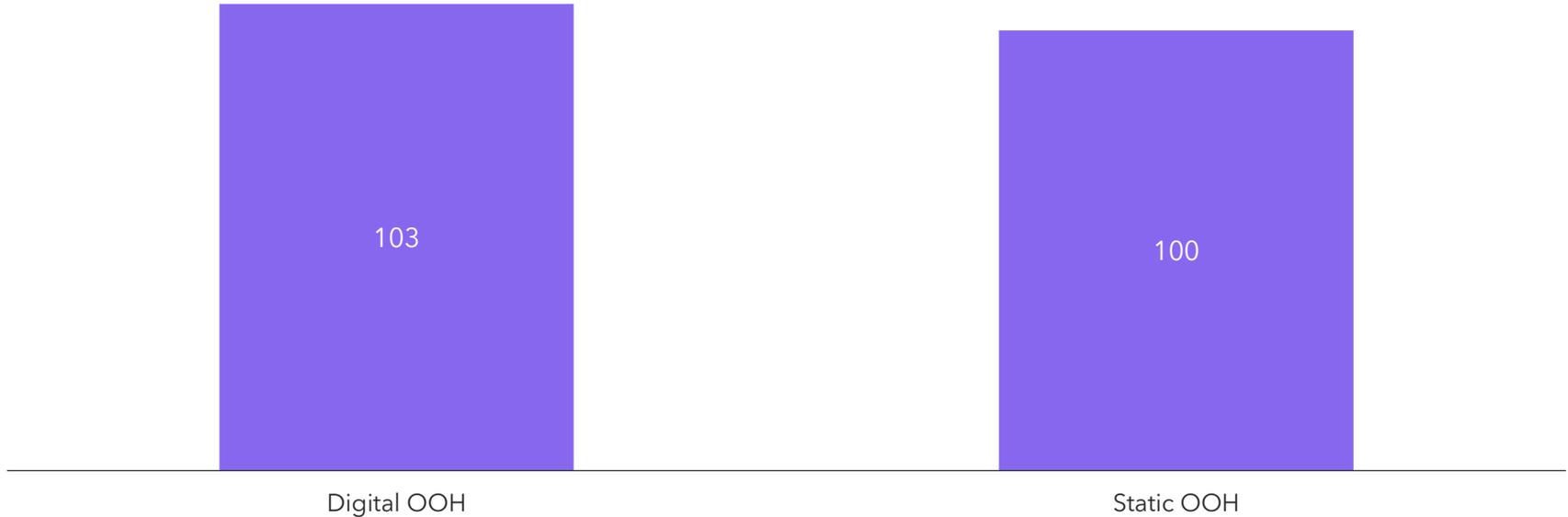
Historically, digital consistently outperformed static

Historical digital vs static OOH performance (early days of digital)



But now results are relatively close, so you need a mix

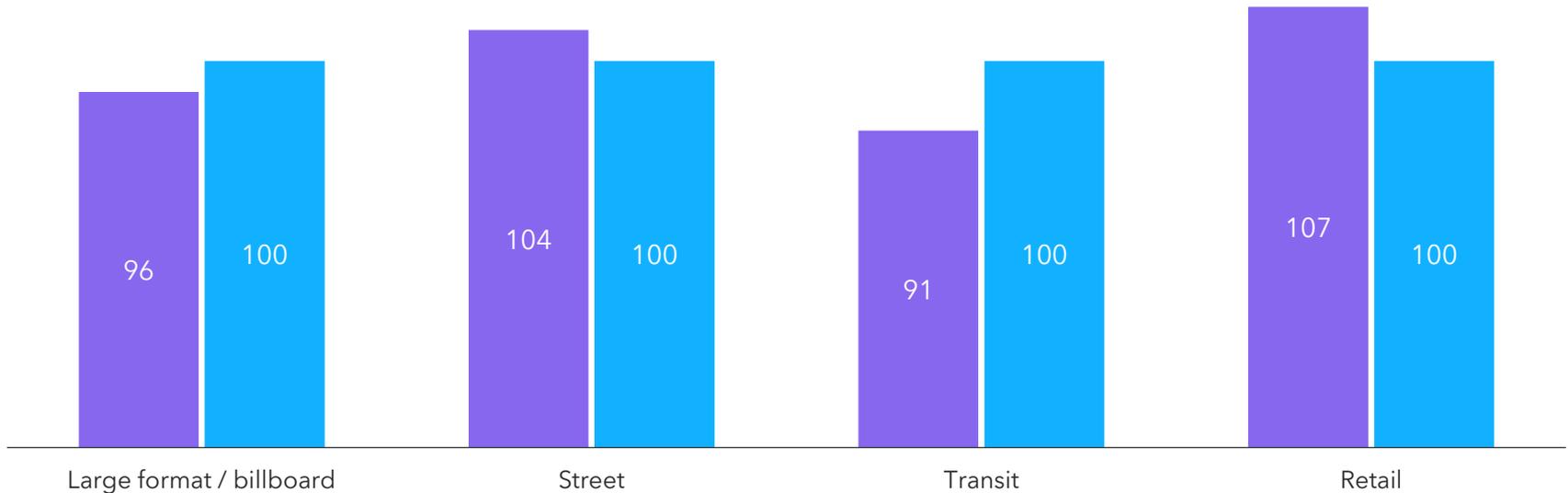
Current market digital vs static OOH performance



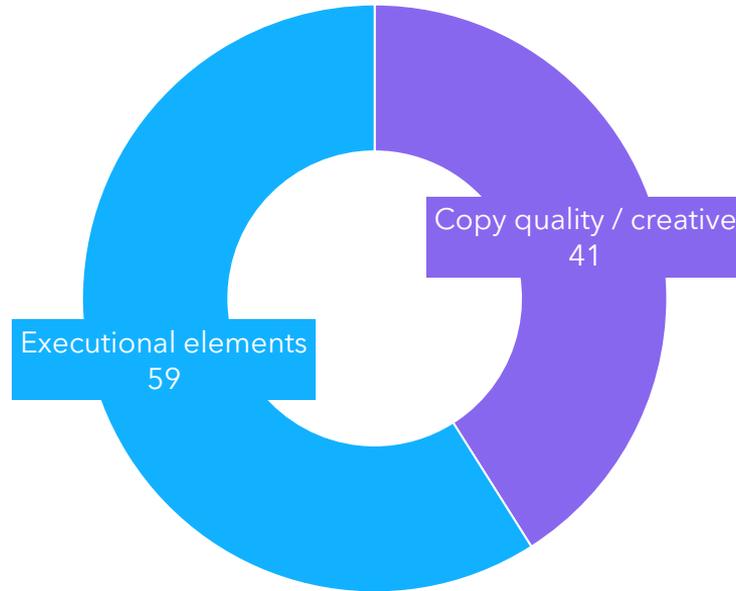
And be aware results differ by format (but some of this will be creative driven)

Digital vs static OOH performance by format

■ Digital ■ Static

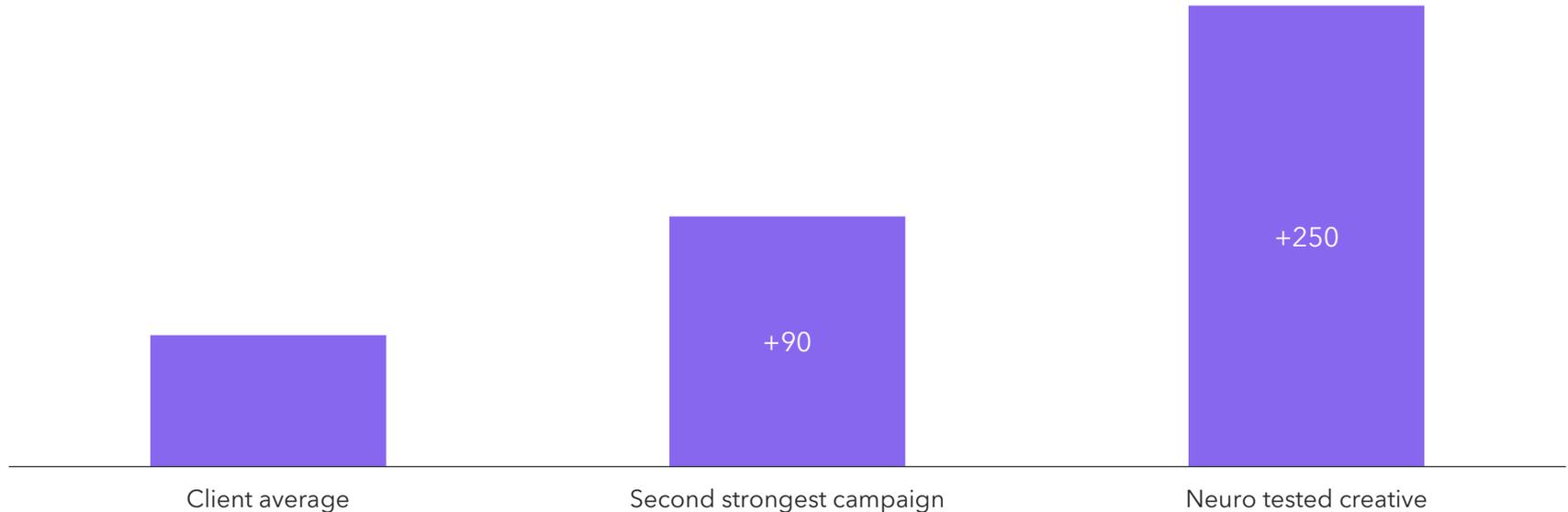


The ROI driven by creative for OOH is still significant, and often overlooked



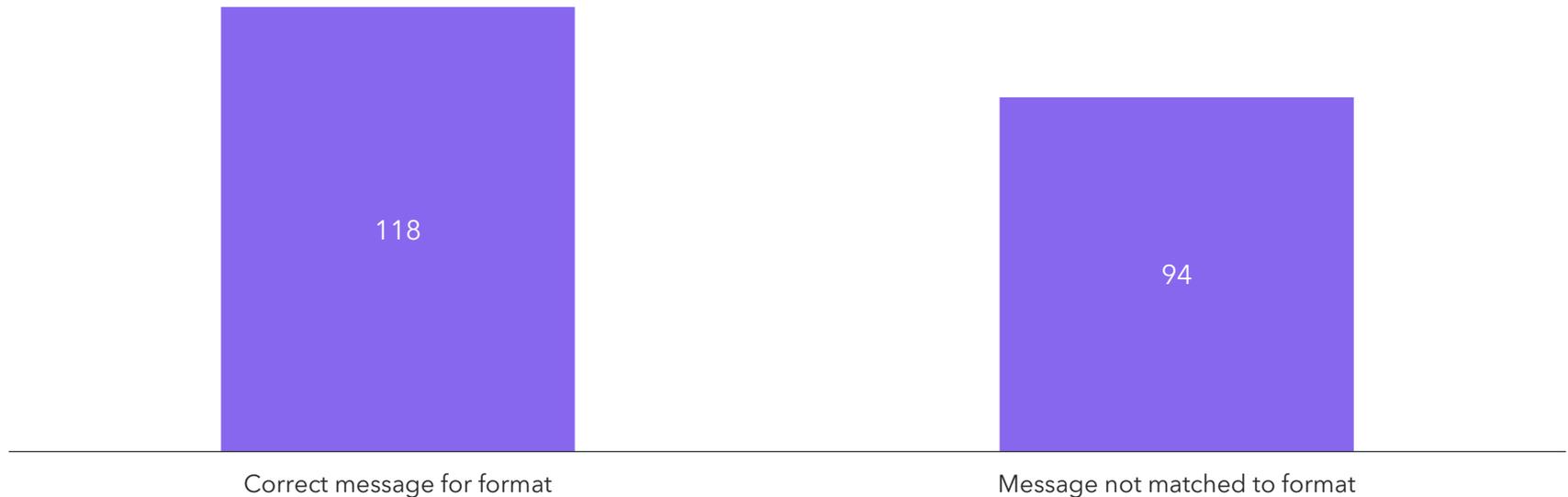
The potential upside of optimising creative for OOH is massive

Case study: uplifts from creative optimisation



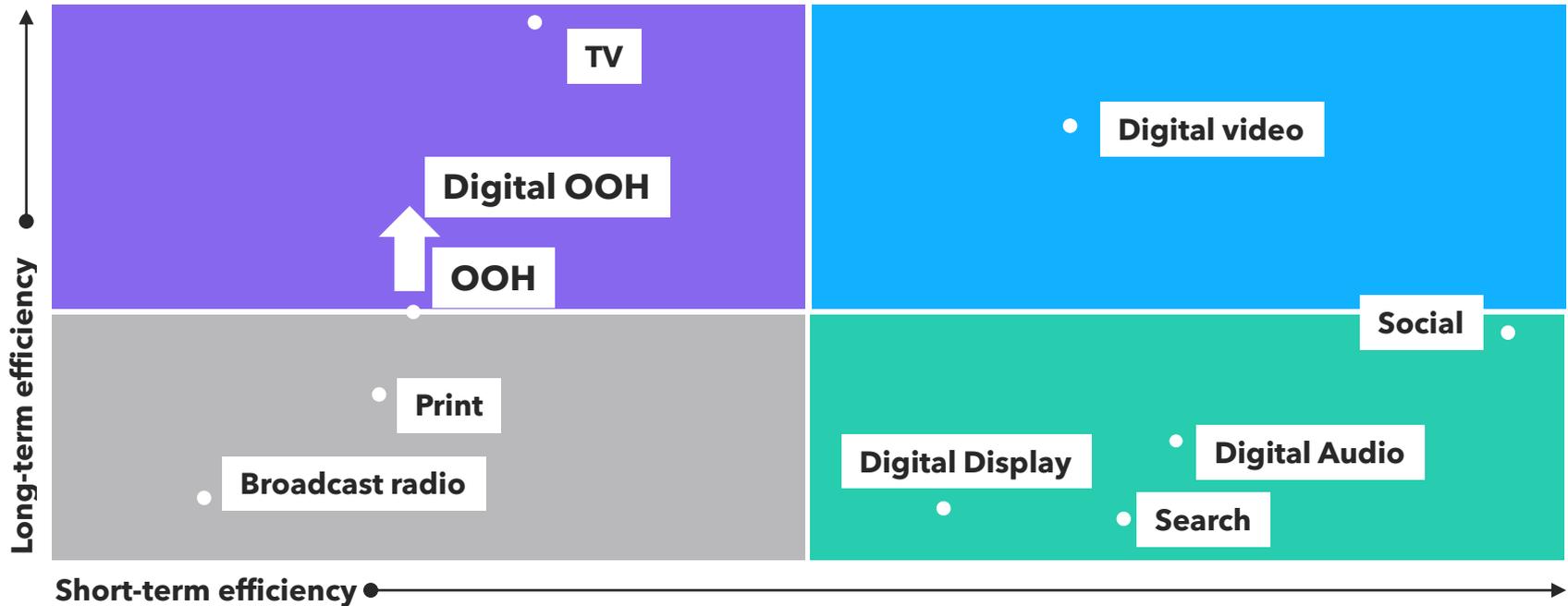
Emotive advertising works better in large formats, tactical better on small format

OOH ROI of creative type by format vs average OOH



Video-like qualities of DOOH help to drive LT performance

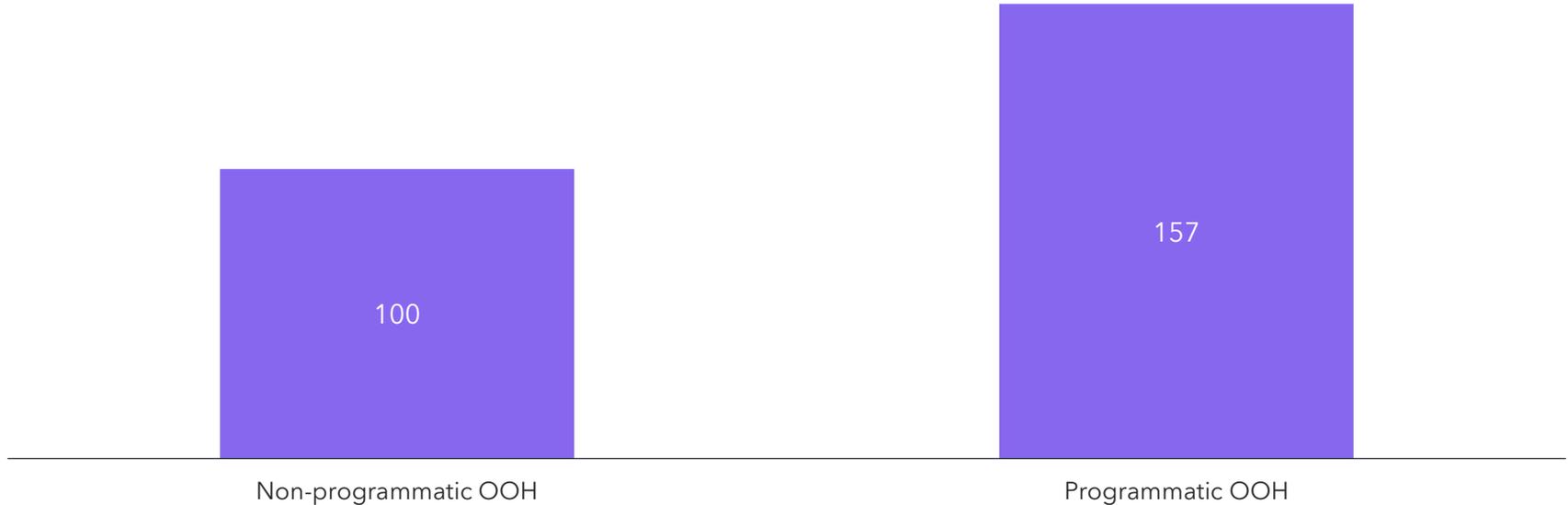
Analytic Partners Australia: Short-term vs long-term impacts of different media



Programmatic buying also opens up new opportunities

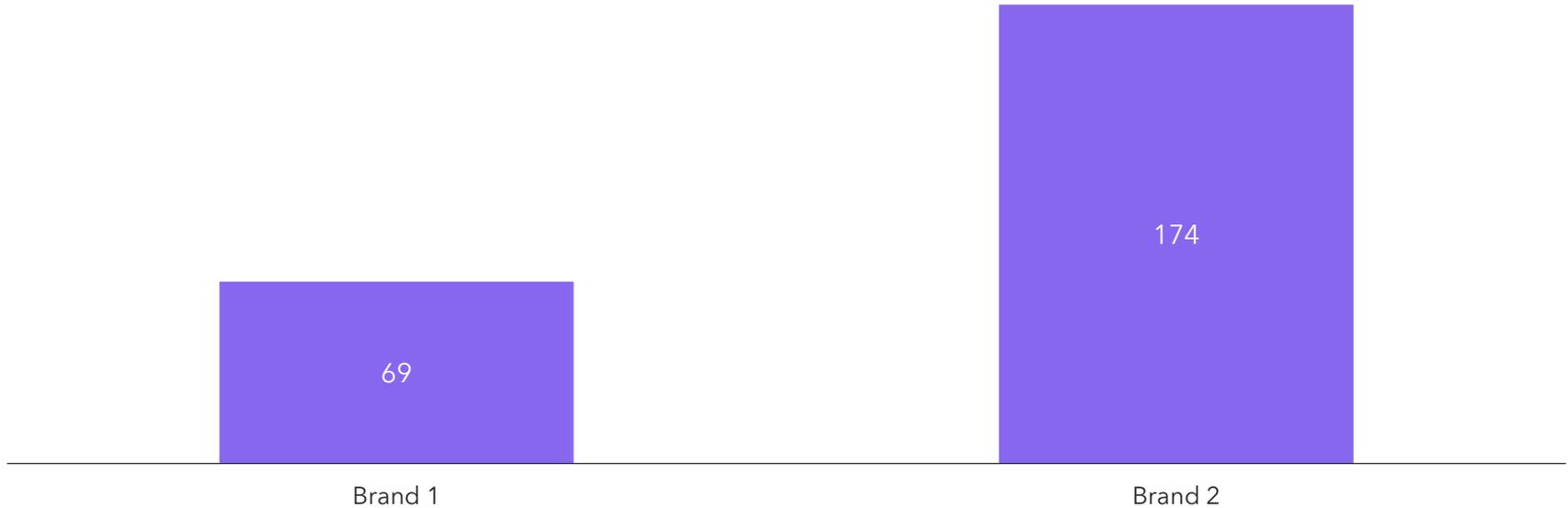
We've seen early reads of programmatic outperform standard buys

Average performance of standard OOH vs programmatic buys



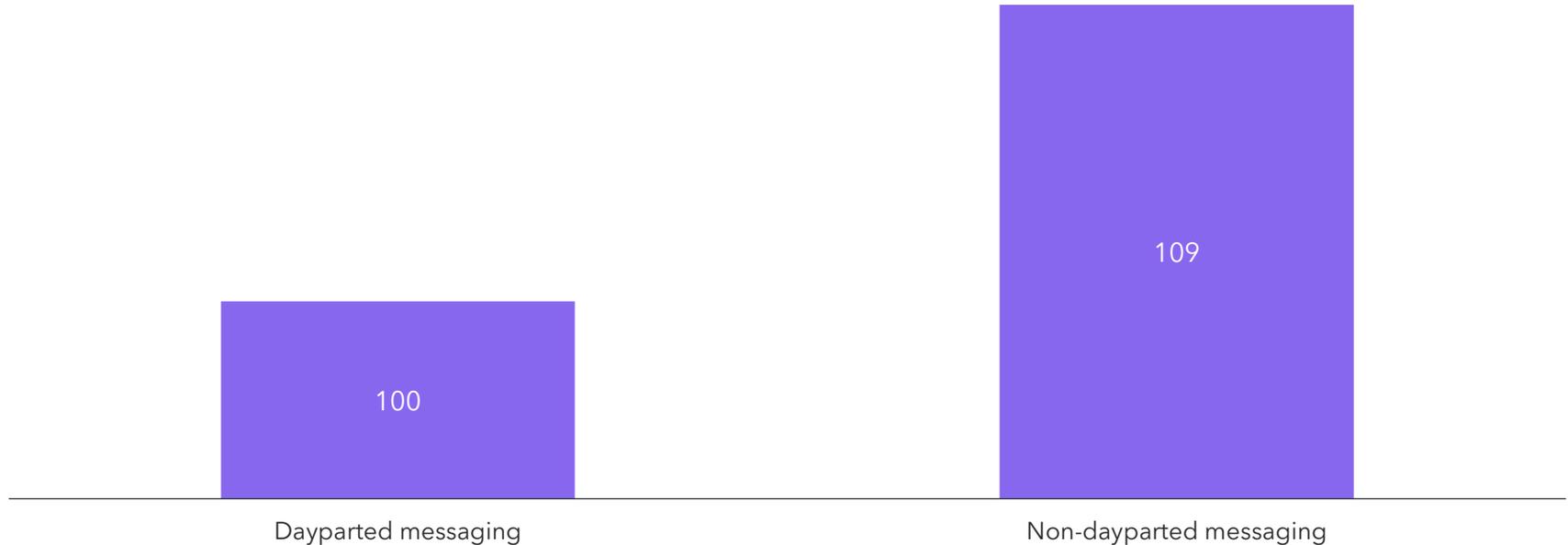
But testing needs to be done to work out what works consistently well for each brand

Performance of programmatic buys



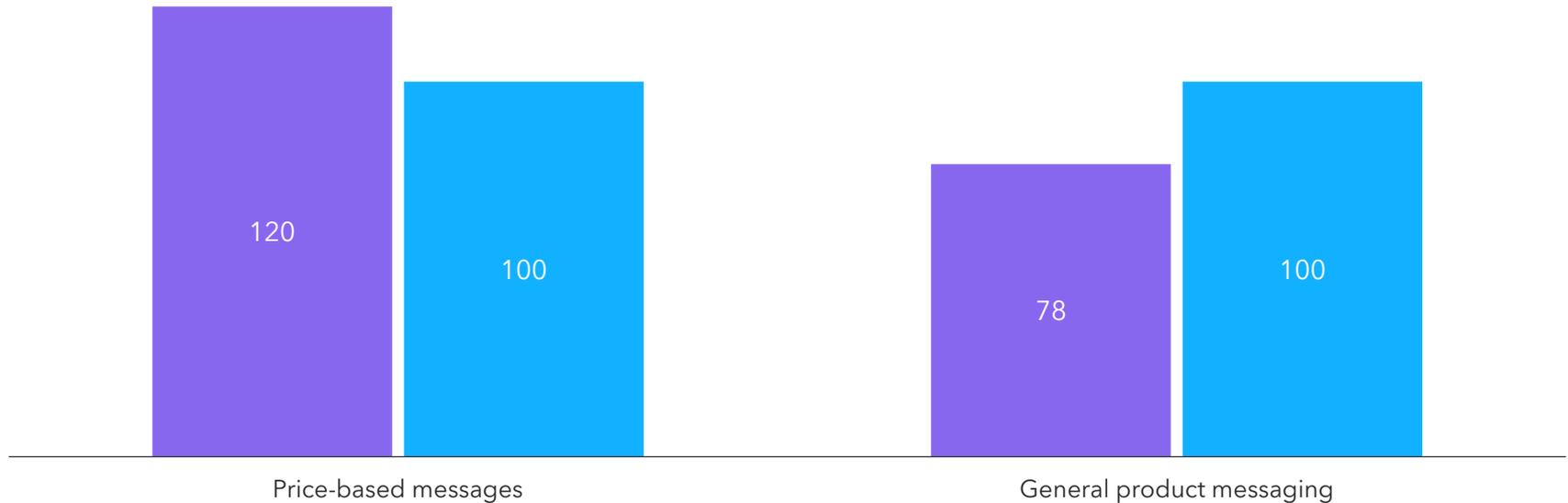
So far, we haven't seen fully dayparted messaging work well

Case study: Performance of dayparted OOH vs Non-dayparted messaging



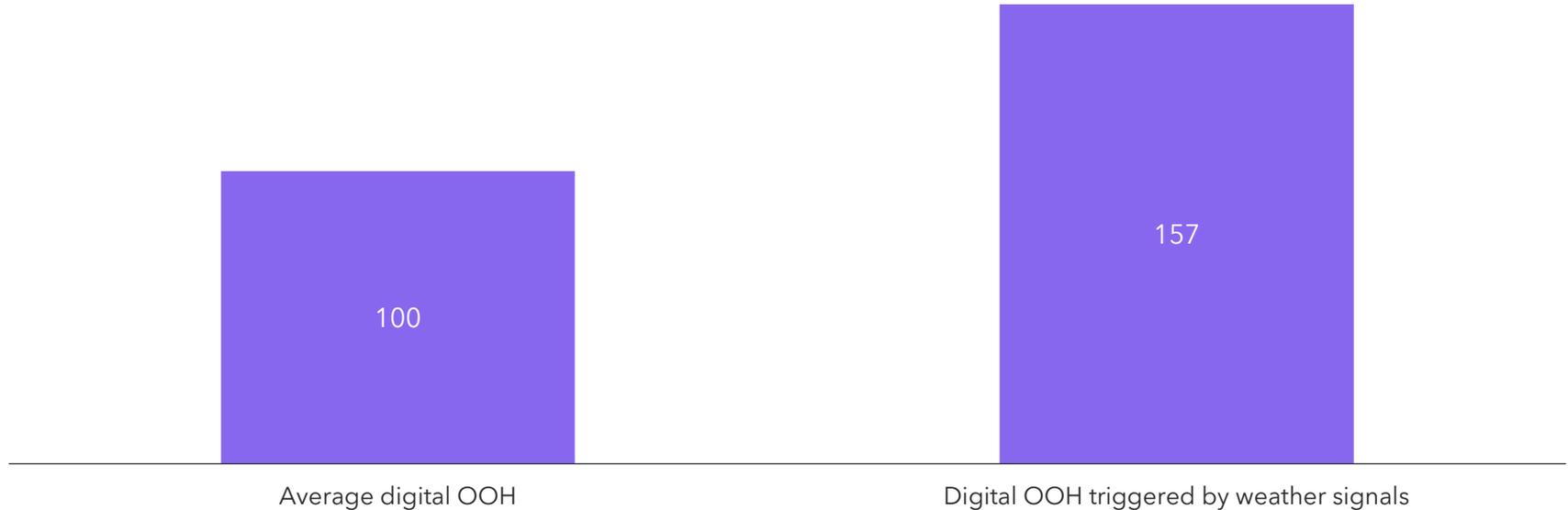
But price-based messages, at the right time of day can work

Performance of dayparted OOH vs non-dayparted messaging



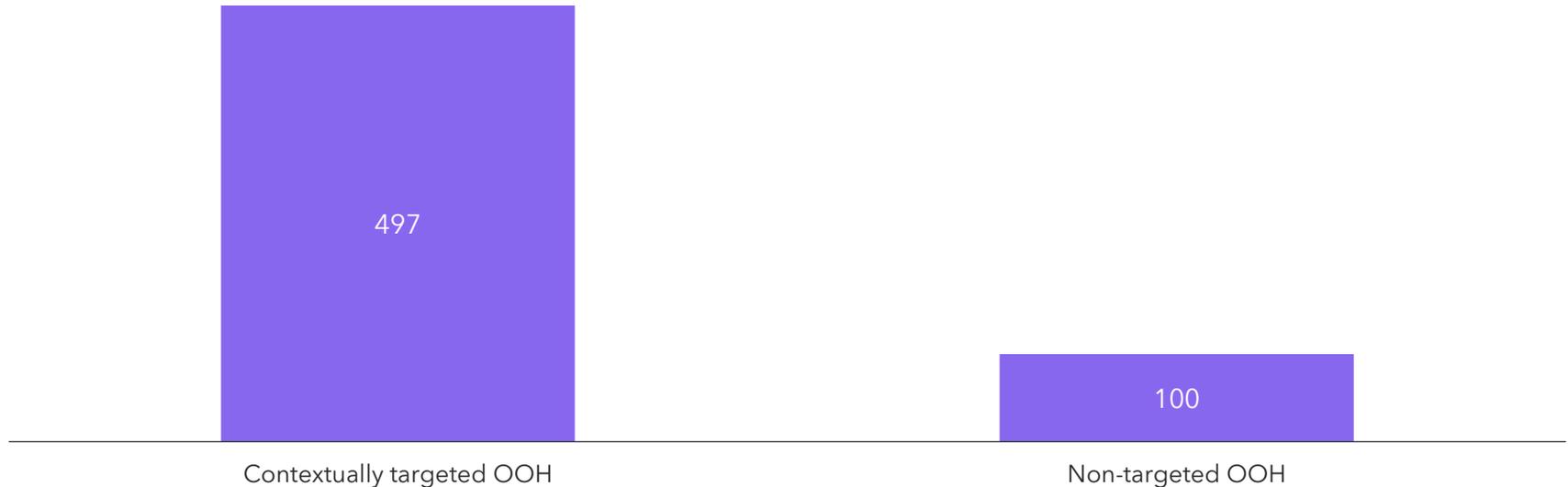
The speed and flexibility to use triggered signals is great – before you even add in dynamic creative

Case study: performance of weather triggered OOH



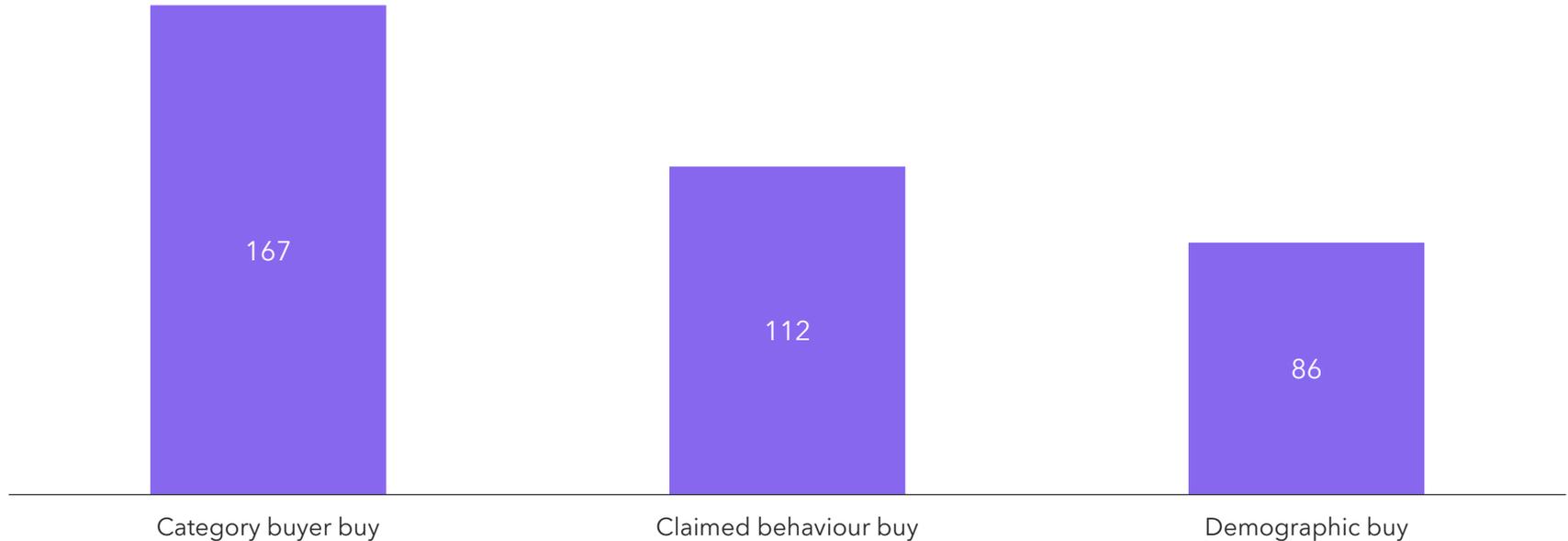
The ability to be more targeted (or reduce wastage) can drive strong results

Case study: contextual targeting vs non-targeted OOH



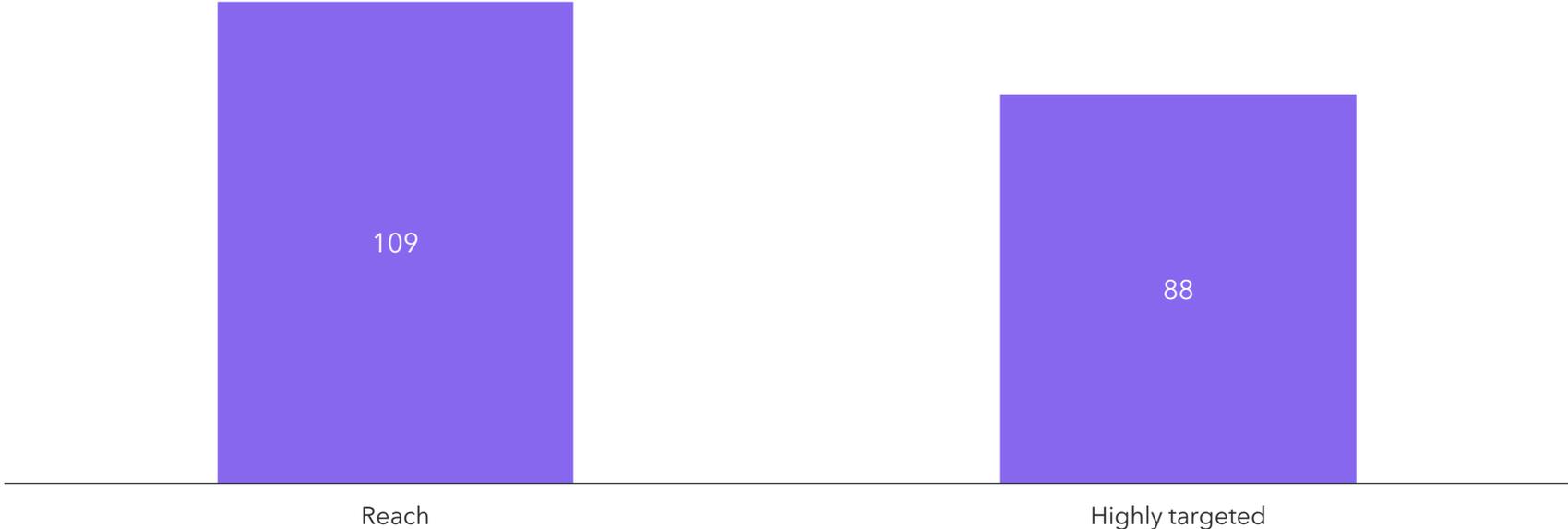
But the data you use for targeting (or de-targeting) is important

OOH ROI of different buying approaches compared to average



Using programmatic to maximise reach will drive more success

OOH ROI by focus vs average OOH



You don't need
a lot of money
to test

01 Smaller campaigns are well suited to including OOH because of the synergy the channel adds and the cost of entry for OOH is relatively low

02 Decide what message you want to communicate - and what format

03 Decide if you want to leverage any additional options like who to target / not target, time of day, weather

04 Match your creative to your test



Thank you.

