

Dynamic Creative Optimization ↘

QUESTIONS & ANSWERS

 **Hivestack**

 **ADOMNI**

 **Broadsign**

VISTAR MEDIA

Intro

Strategic technologies continue to be implemented in the out-of-home space, modernizing and enhancing the medium. Dynamic Creative Optimization (DCO) is utilizing digital out-of-home assets coupled with data-driven advertising technology to deliver the right message, at the right time, improving the potential of reaching your audience and in-turn meeting your objectives. Brands and advertisers are utilizing these advanced targeting capabilities and seeing results. The truth is, dynamic creative works. Audiences are more likely to retain a message that is crafted specifically for them. There are extensive capabilities with DCO available at advertisers' fingertips, targeting by demographic is just the beginning.

In this jam-packed COMMB Q&A edition, we're discussing DCO in the out-of-home environment with programmatic digital out-of-home (pdOOH) tech stacks, Hivestack, Adomni, Broadsign and Vistar. We will cover a variety of avenues of DCO: the features and capabilities, frequently asked questions, advancements, challenges, how it works and more. **Your guide to DCO lives here!**

Hivestack




Ben Bookbinder, Managing Director, Canada, **HIVESTACK**

How does DCO in OOH **differ from traditional out-of-home** advertising?

It really depends how one defines DCO, in its truest form dynamic creative optimization is a result of the intersection of creativity and technology - dynamic creative served based on specific parameters set pre-campaign, delivered and optimized using DCO technology to drive the greatest outcomes at scale while also creating efficiencies in the process.

**intersection of creativity
and technology**

advanced targeting and measurement capabilities



In today's world, audiences are drawn to content that speaks to them in the right place at the right time. Contextually relevant content, especially when aligned with the environment of where it is deployed is the most impactful experience a brand can provide for audiences out of the home (OOH).

In traditional OOH (static) a marketer will look at various data points to ensure the ad remains as contextually relevant as possible with location often being a huge aspect of the decision process, but by its very nature, traditional OOH is less flexible and does not support DCO technology which is inherently digital.

In digital out of home (DOOH), specifically programmatic DOOH, campaigns are planned, activated and optimized in-flight using data and technology. Programmatic DOOH offers advanced targeting and measurement capabilities, including but not limited to, audience targeting, geolocation targeting, DCO/DMO, and brand and footfall lift measurement. With DCO, there are a few unique aspects in programmatic DOOH; creative can be optimized across screens that are delivering the highest results, pacing and delivery can be optimized accordingly and, in the context for dynamic creative specifically, triggers or events can be predetermined to deliver a specific creative or message. For example, custom creative can be activated based on unique pre-set environmental or event triggers such as traffic, weather, situational factors and sports events. We call this "Moment Targeting" and it implies the delivery of dynamic creative that is customized and contextually relevant to the environment and audience.

What kind of **data sources** are typically used for DCO in OOH?

Some of the “Moments” to make DOOH perform dynamically include (but are not limited to):



WEATHER

Temperature, rain, snow, ice, humidity, wind direction/speed, pollen count, etc.



TRAFFIC & TRAVEL

Traffic speed, time to destination, accidents, driving conditions, transportation schedules, etc.



HEALTH & BEAUTY

Good/bad hair days, risk for arthritis, migraine or allergies, sinus headache or health and beauty related outcomes, etc.



LIFESTYLE

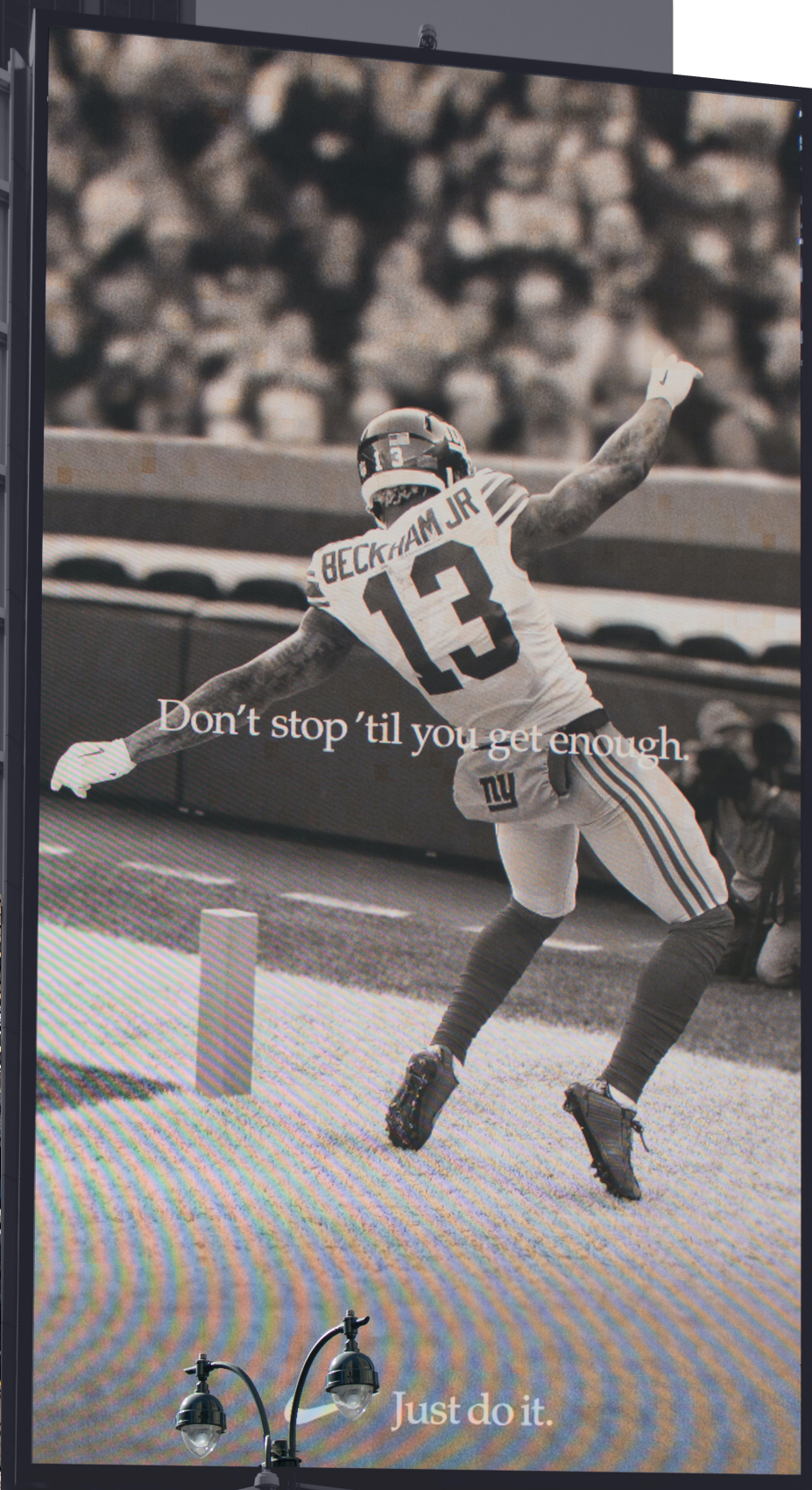
Soil moisture, BBQ season, outdoor concert conditions, sailing conditions, running/jogging conditions, field conditions, sporting events, etc.



SPORTS

Games, a specific team or player scoring a goal, or a win, a etc.





How does DCO in OOH use data to tailor messaging to specific audiences?

There are many ways to apply data to tailor messaging, audience data such as audience concentration or density in proximity to a screen or screens is a common tactic used and it can range into much more granular and sophisticated use cases such as custom APIs for event triggers. A custom trigger API can be integrated within the planning phases of a DOOH campaign so that when certain conditions mentioned above are met, the campaign is activated programmatically. The success of this data-driven approach can be seen in the recent campaign delivered by Veterans Affairs Canada ahead of Remembrance Day in 2022, who activated dynamic creative showing a real-time countdown clock leading up to the “11th hour of the 11th day of the 11th month” to maximize the creative impact of this important, historic moment.



Adomni



Jonathan Gudai, CEO, **ADOMNI**

What are some of the **challenges of using DCO in OOH**, and how can they be addressed?

The top three challenges with DCO are:

- 1. Careful attention is needed to set up a programmatic campaign** – preparation of content templates, data feeds for the dynamic elements, and planning of the optimal programmatic inventory.
- 2. Latency / non-support of HTML5 content** – Not all programmatic DOOH networks support HTML as a content type. You need to have a use case that accepts the fact that dynamic data can be up to one hour old. For example, live sports scores on some DOOH networks can be tricky or unfeasible due to delays in displaying the content.
- 3. Programmatic DSP enablement** – not all programmatic DSPs have a UI or a setup that makes DCO easy to run. It's a specialization that requires expertise to operate effectively.

Continued innovation in the DOOH programmatic ecosystem will make DCO easier, including more widespread adoption of HTML5 in the bid stream and lower latency for more real-time deliverability.

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How do you see DCO in OOH **evolving in the future**, and what kind of advancements can we expect to see in this technology?

In the future, DCO will take on a more prominent role because it enables more fresh and relevant on-screen content. Social media content (including video) and e-commerce product feeds will be more commonly delivered via programmatic DCO in the future.



How does the death of the cookie give an **advantage to DOOH and expand opportunities with DCO?**

The death of the cookie will force marketers to explore new ways to reach their ideal audience and drive ROI. DOOH is a powerful medium that has yet to have its fair share of the media budget relative to the reach, frequency, and impact it provides. We expect this to increase over time as digital marketers test and learn the channel's power.

Broadsign



Adam Green, SVP Strategy, **BROADSIGN**

Can you provide an example of a **successful DCO** in OOH campaign?

Most of the campaigns we've run don't have case studies (brands tend to be reticent to share their special sauce) but here are a few:

- I love **this simple one** that used the line length at the MOCO museum in Amsterdam to drive ads.
- **This one** from Mark's is an oldie but a goodie and still one of my favorites.
- **This one** for Jaguar in Moscow is in my top 3 ads of all time and one of the reasons I'm now in OOH.



What kind of technology is required to **implement DCO in OOH**?

This really depends on how dynamic and how optimized you want to get and at what cadence. If you only have a few creative messaging options (say <10) and a long time permissible between showing each option (say >15 minutes) then you need very little tech beyond what is present in an average DOOH buy although it may require more manual work than you want to put in. If you want to be very fluid with a lot of creative iterations and have the updates be closer to instantaneous then you'll likely need the following:

- Dynamic Creative Authoring tool to actually render the creatives.
- An ad purchasing/trafficking tool that can handle HTML5 (could be Ad-server, could be DSP/SSP).
- Some kind of data input to drive the dynamic creative. This could be external like weather or sports scores or internal like footfall or brand lift or store line length.
- A media owner CMS that can handle creative pre-approval.
- A media owner screen/player that can handle the creative in question.

anything that involves contextual targeting can be done in OOH

What **dynamic creative capabilities** does digital OOH have in comparison to the online space?

Almost anything that involves contextual targeting CAN be done in OOH though it is not as “productized” as it is online. Where things get harder is when you want to optimize based on users’ information or behaviour because the viewers are not using their own devices to see the ads and because the medium is 1:many in terms of delivery. Also, conversion actions in OOH tend to have a longer time-lag than in the immediate click-through world of online media.

Vistar Media



Scott Mitchell, Managing Director, Canada, **VISTAR MEDIA**

What are some of the **benefits of using dynamic creative optimization (DCO)** in OOH compared to traditional advertising methods?

Dynamic creative optimization (DCO) allows brands to activate **dynamic creative campaigns** across the entire **digital out-of-home (DOOH) ecosystem**. For example, DCO enables flexibility to reach the right audience at the right time; and makes pivoting easier with capabilities that allow for automatic creative changes based on variables like user behaviour, location and time, to name a few.

Example use cases of DCO include sports scores, weather or traffic conditions, live countdowns, promotional offers, directions to a store or even localized imagery. These different benefits allow marketers to tailor an ad based on the contextual relevance of a certain environment or moment in time to meet customers exactly where they are in their daily lives, such as a countdown to a big sporting event to drive tune-in; or promoting a top summer vacation destination during a Toronto snow storm. These hyper-local creative assets unlock personalization at scale, a growing priority for consumers today – without requiring endless manual work. In fact, more than **half of consumers (52%)** stated that they are more likely to make a purchase from a company that provides personalized ads. So, personalization in advertising matters.

From improving customer experience and engagement, to streamlining and better automating the media planning/buying process, DCO is a win-win for everyone in the DOOH ecosystem.



How do you **measure the success of a DCO** in an OOH campaign?

Programmatic technology allows marketers to confidently and conveniently measure the real-world impact of their entire campaign from top to bottom of the marketing funnel. Historically, advertisers have leveraged location-based data to better understand their consumers and create more targeted campaigns.

Fast forward to today, however, when measurement solutions are now powered by verified exposure. This means that brands can assess the impact of their campaign among individuals who have seen their out-of-home (OOH) media versus those who have not. Accurate campaign measurement will consider several factors; including ad log timestamps, device location, venue type and screen location; when determining who was exposed to the campaign.

Brand health studies serve as another smart measurement tool that evaluates metrics like awareness, consideration, intent and favourability. Savvy marketers know that the power of OOH goes far beyond brand awareness, and can also be measured via foot traffic studies that assess the lift in visits to a brand's brick-and-mortar locations driven by DOOH media exposure. These advanced measurement tools provide brands with data-driven, performance-based results that can assist in optimizing future marketing campaigns — bringing OOH up to par with the other digital channels in a brand's media mix.

measure the real- world impact of their entire campaign

enhance the relevancy and performance of the overarching campaign

How do you ensure that the messaging is delivered at the right time and to the right audience?

Thanks to the programmatic technology that exists today, marketers can analyze audience movement patterns to determine where and when their audience is most likely to be. With the market's advanced data solutions, brands can take a closer look at consumer movement patterns, creating a deeper understanding of behavioural trends. It is with these learnings that marketers can activate DOOH media most effectively.

When you take these audience targeting capabilities and combine them with compelling, data-driven creatives, you're going to enhance the relevancy and performance of the overarching campaign. We know outdoor as a channel is an effective way to engage consumers at different touch points, so when you tap into the power of personalization, you're that much more likely to convert a consumer.



Thank You!

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