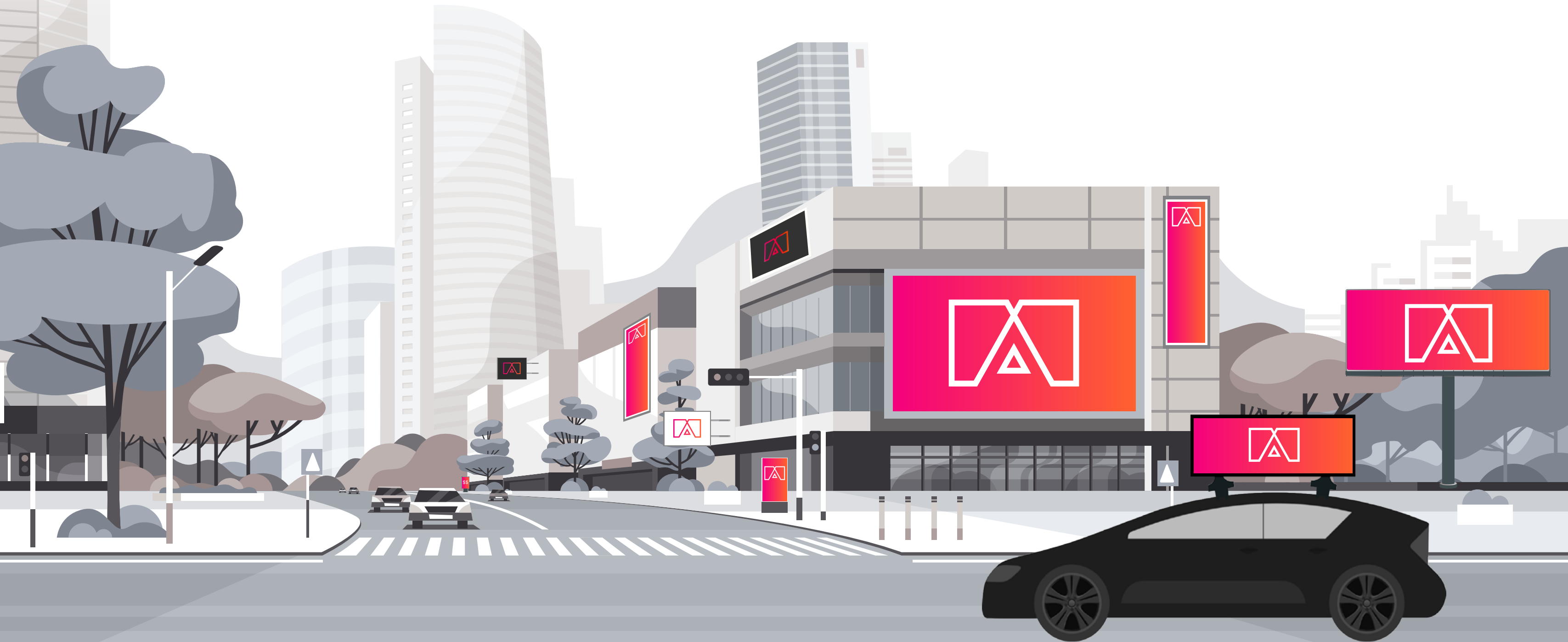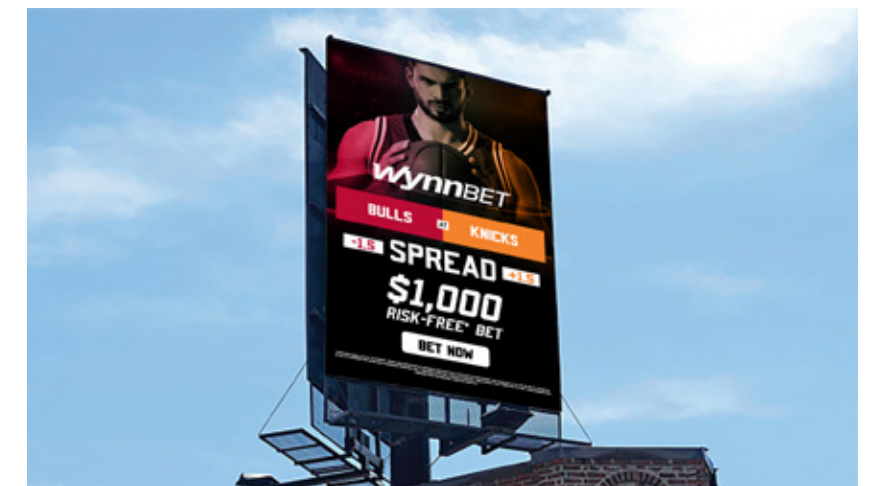ADOMNI

Programmatic DOOH Advertising Platform

What is OOH

Out-of-home (OOH) advertising is an unmissable and brand-safe medium for advertisers to reach mass audiences on larger-than-life screens while breaking through the ad clutter and fragmentation.

Why OOH

90% **of US residents** 16+ notice out-of-home advertisements past month

66% of smartphone users **take action** after seeing an OOH ad

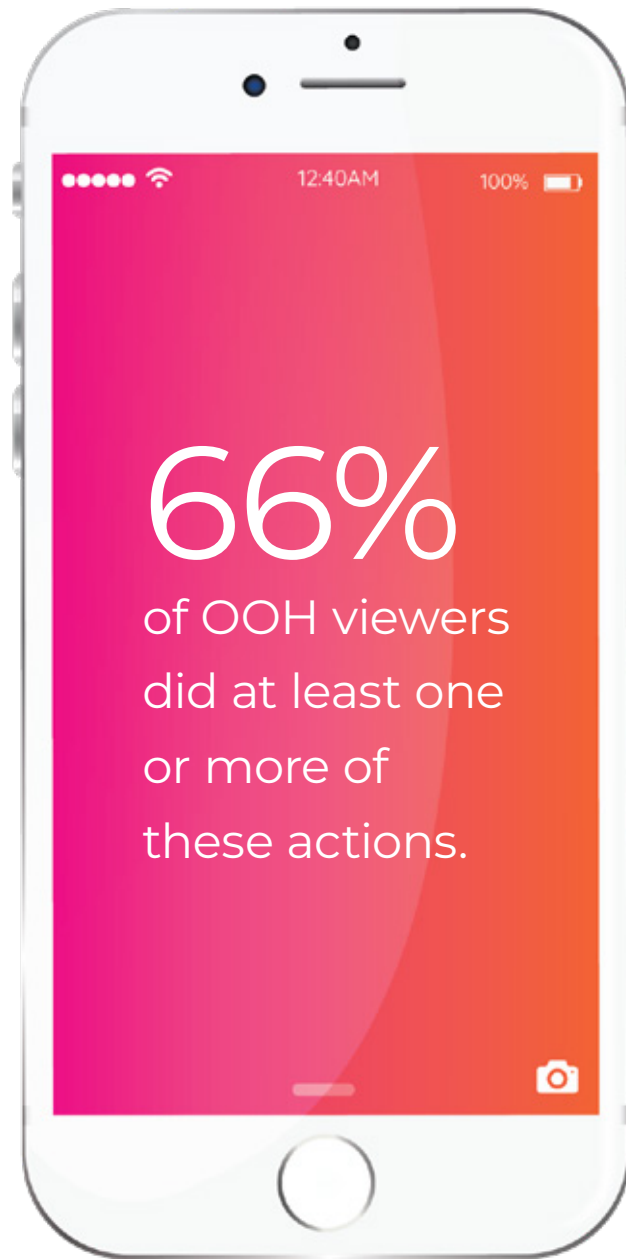**40%** **search for a brand online** after seeing an OOH ad

20% of those who see a directional OOH ad **immediately visit the business**.

STORE

Source: Nielsen 2019 Out of Home Advertising Study

OOH mobile interaction

66% of OOH viewers did at least one or more of these actions.

Actions taken on a smartphone

42% Used online search to look up information about the advertiser

33% Accessed a coupon or discount code

32% Visited an advertisers website

21% Downloaded or used the app shown in the ad

20% Interacted with an out-of-home ad by either swiping an NFC sensor, scanning a QR code or sending a SMS text

18% Snapped a photo of an ad

13% Interacted with an ad to send a message, upload a photo or vote

Source: Nielsen 2019 Out of Home Advertising Study
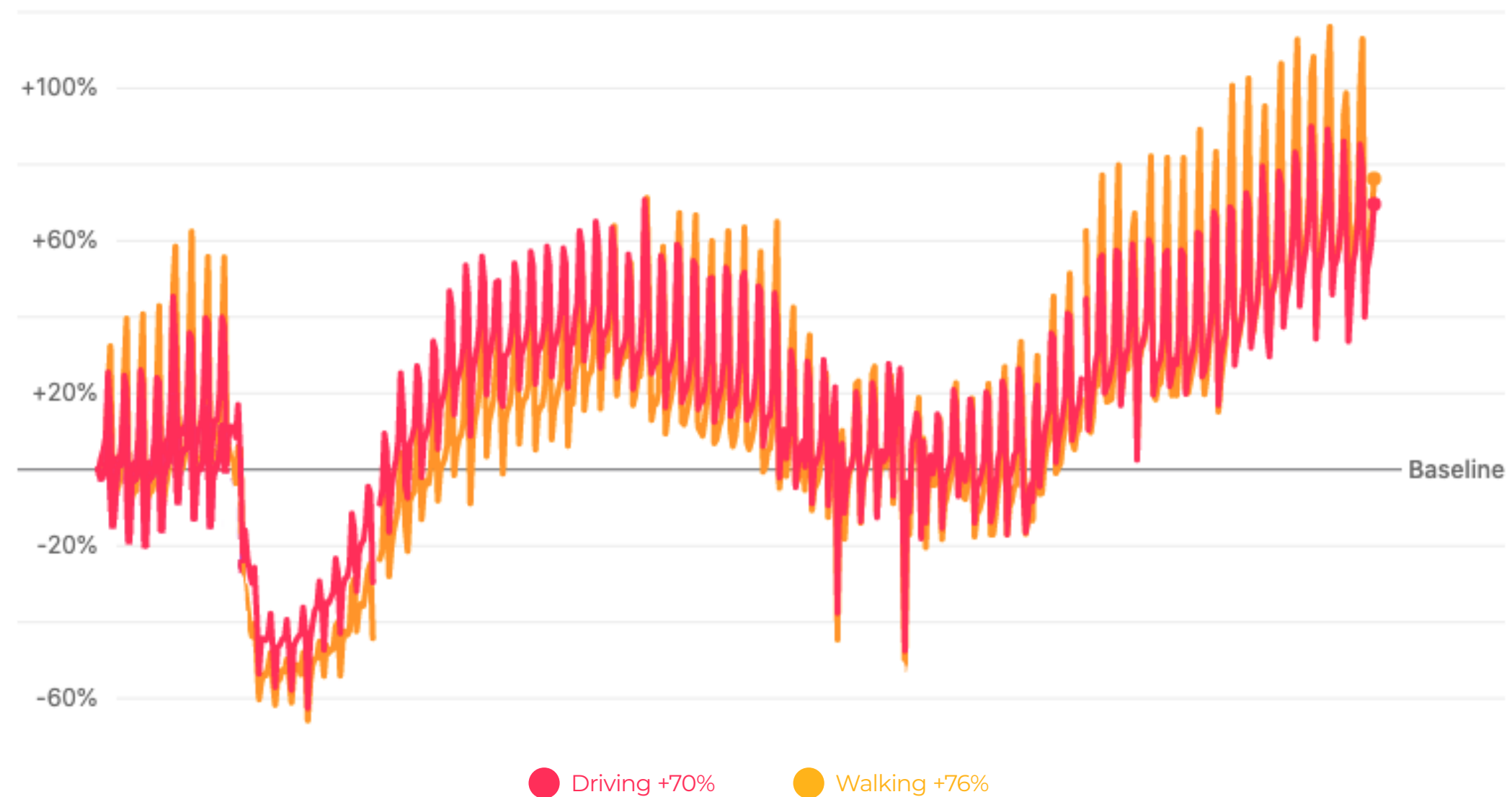
ADOMNI.COM

Consumer mobility = opportunity for OOH

Across the U.S., driving and walking traffic is up.

Using iPhone data, Apple tracks mobility patterns and compares them to Jan 13 (pre-COVID).

View the most up-to-date dashboard.

● Driving +70%   ● Walking +76%

OOH drives performance results

According to an OAAA Attribution Study, campaigns that included OOH ads in the marketing mix drove **incremental lift results** across four important KPI dimensions.

**AD
RECALL**
(cognitive KPI)

as high as
65%
+12% – 65%

**PURCHASE
CONSIDERATION**
(affective KPI)

as high as
20%
+10% – 35%

**PURCHASE
INTENT**
(affective KPI)

as high as
35%
+6% – 20%

**STORE
VISITS**
(behavioral KPI)

as high as
127%
+50% – 127%

OAAA STUDY OVERVIEW

Using attribution data, this study reviewed 45 unique case studies from major OOH media companies. All cases included in this report were compiled by members of the Out of Home Advertising Association of America OAAA.

Source: OAAA Attribution Study

ADOMNI.COM

OOH amplifies social media

Facebook conducted an international study showing that **adding OOH dramatically increases efficacy**.

38% of adults surveyed in the US (nearly 4 in 10) say they have **visited** a Facebook page or **posted** on Facebook **after seeing an OOH ad**

1.11

1.20

1.38

15% more efficient than Facebook alone

ONLY OOH

ONLY FB

OOH + FB
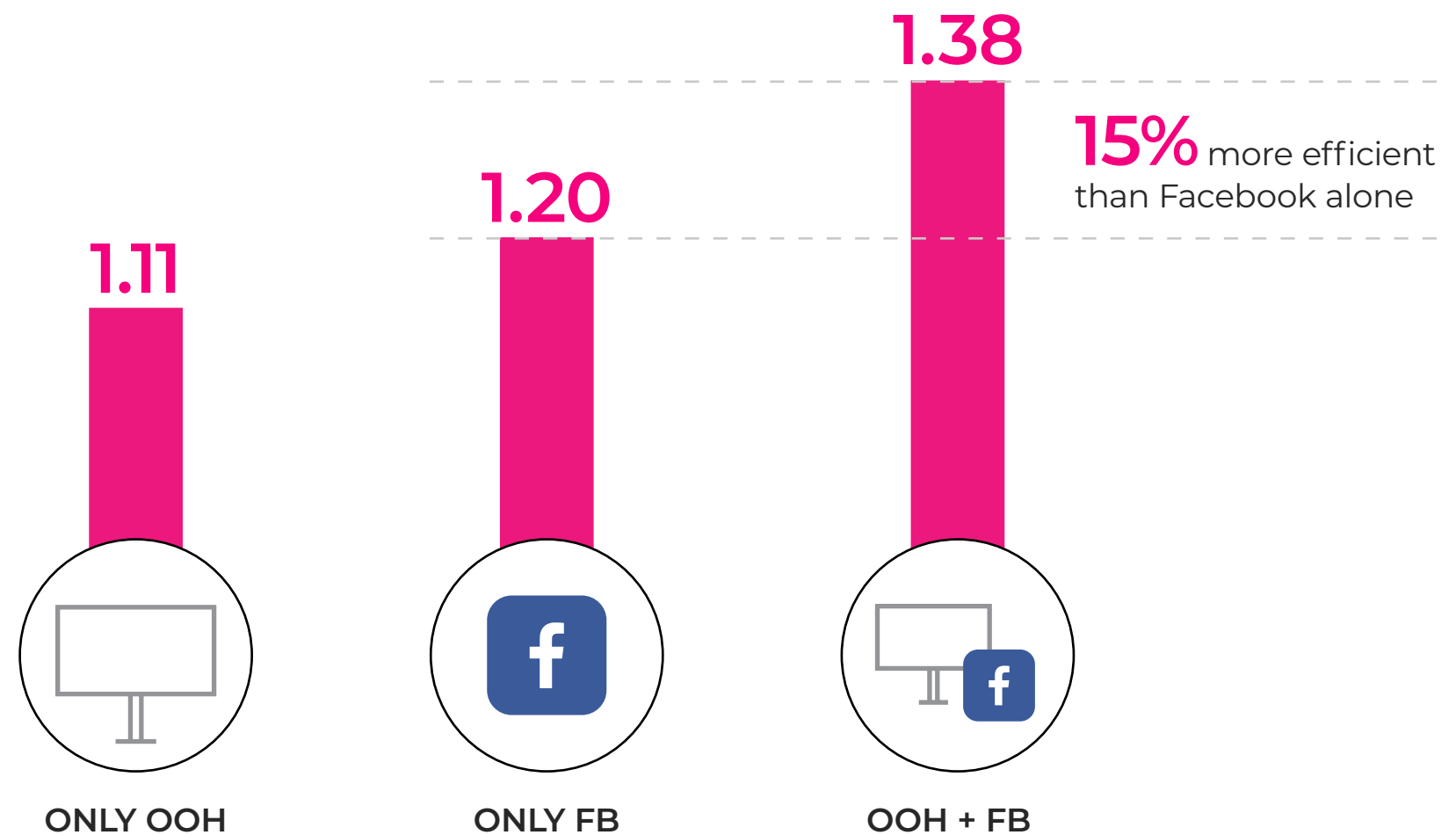
DOOH Delivers

☑ **Brand Safe Environments**
Always on. Cannot be skipped or blocked

☑ **Audience Trust**
#1 among Millennials and Gen Z

☑ **High Reach**
90% of U.S. audiences 16+ notice an OOH ad

☑ **Omnipresent Exposure**
Diverse selection of indoor and outdoor media types

☑ **Precision Targeting**
By state, city, zip, and point of interest

☑ **Audience Segmentation**
Including demographics, interest, behavior

☑ **Complete Control**
Schedule by day of week and time of day

☑ **Flexibility**
Change creative ad content easily

☑ **Dynamic Creative Formats**
90% of screens are video-enabled

YOUR AD HERE

Adomni Intro

About Adomni

Adomni is a **digital out-of-home (DOOH) advertising platform** that connects brands and agencies with on-the-go consumers via real-time connected digital screens.
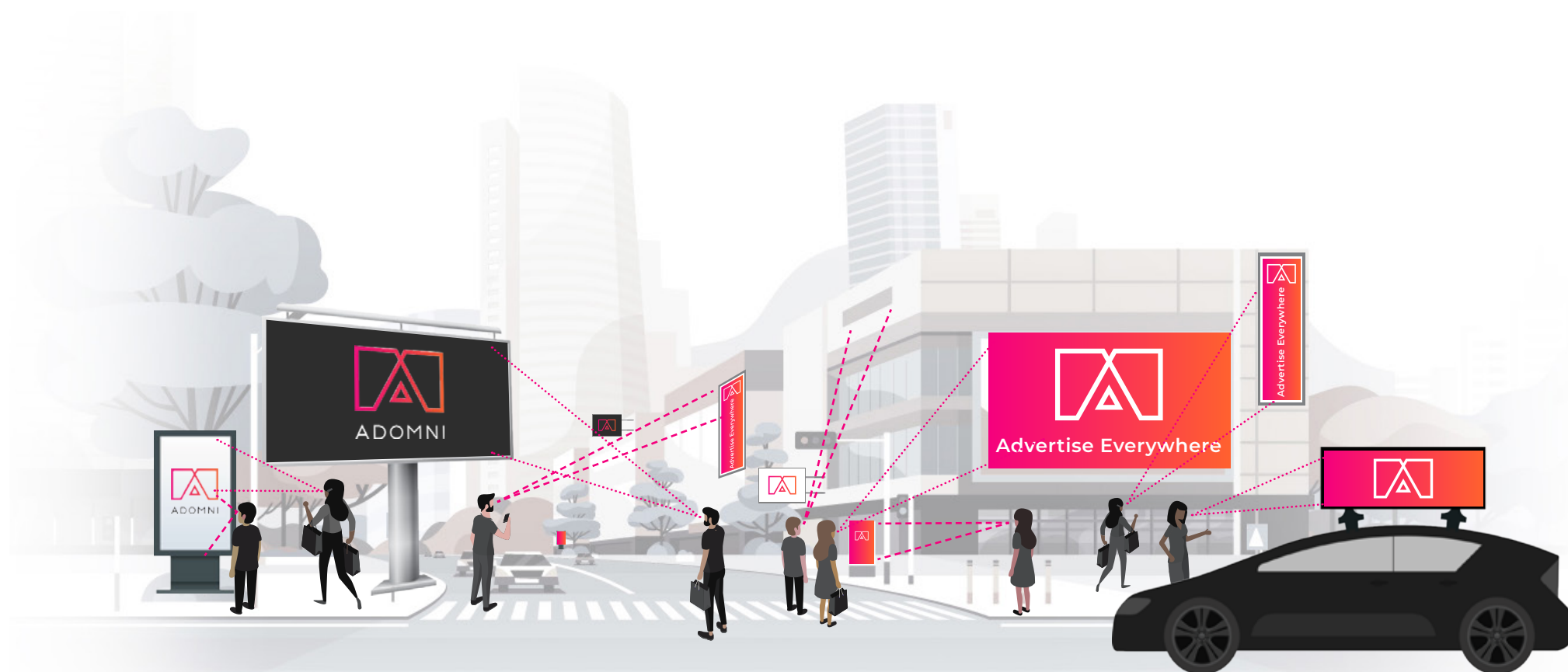
Plan

Target 500,000+ screens by location or audience

Launch

Schedule campaigns in minutes

## Track & Measure

View real-time analytics and reporting

Complimentary managed services

Adomni is the one stop solution to all your DOOH campaign needs. Our team of experts will make it easy for you to advertise everywhere, at no additional cost. Sit back, relax, and watch the impact your next DOOH campaign delivers!
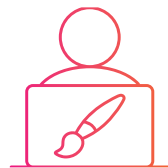
Planning
Our team will help you deliver on your campaign objectives by creating a campaign plan to best fit your needs
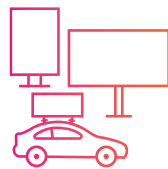
Strategy
Our experts will provide optimal DOOH screen recommendations that fit within your industry, geography, target audience, and budget

Creative
We will assist with creating the most captivating ad creative and resize to fit all the screen dimensions in your campaign

Execution
Our team will launch your campaign and provide weekly reports, including the budget spent, impressions delivered, and campaign pacing

Optimization
Our experts will closely monitor the campaign to ensure it is performing to deliver maximum outcomes and optimize where needed
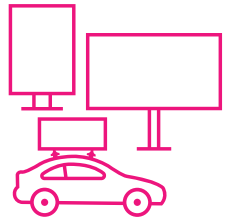
Measurement
Campaigns delivering 10M impressions or more qualify for attribution and performance lift reporting

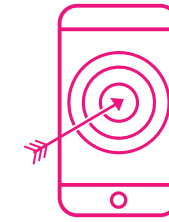**Smarter advertising campaigns, better results**

Why Adomni

500,000+ Connected Screens
Reach your audience everywhere they go on 40 digital venue types from the leading media owners

Full Transparency Every Step of the Way
CPM prices and screens targeted are always visible with real-time mapping and performance reports

Mobile Retargeting
Re-target consumers on mobile devices after they are exposed to the DOOH screen
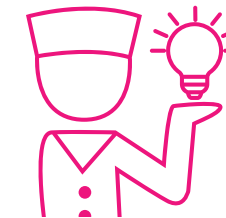
Audience Targeting and Analytics
Optimize screens by defining your specific target audience. Choose from 1,600+ audience segments based on demographics, behavior, and interests.

Performance Reports and Attribution
View real-time campaign reports during and post-flight dates. For larger campaigns, attribution reports are available to measure KPI lift.
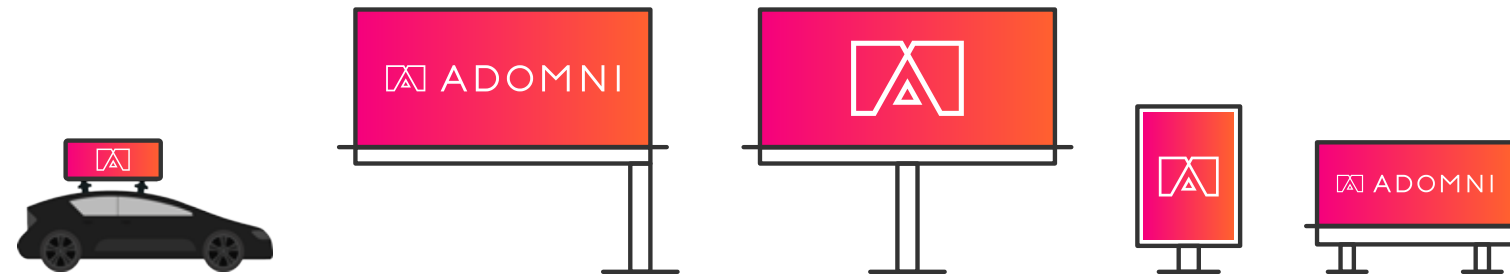
Complimentary Managed Services
Our team of digital out-of-home experts will help you to create, share and execute the perfect campaign plan. At no extra cost to you.

Largest global network of programmatic DOOH screens

LAMAR

ClearChannel OUTDOOR

BRANDED CITIES

VOLTA

Uber

OUTFRONT/

VAIL RESORTS
EXPERIENCE OF A LIFETIME

lightbox
OOH VIDEO NETWORK

CHIVE MEDIA GROUP

Outcome HEALTH

ZOOM

Grocery TV

GSTV

HMN
HEALTH Media NETWORK

CAPTIVATE

ADOMNI

200+
Media Owners

500k+
Digital Screens

10,000+
Cities

70b+
Monthly Impressions

ADOMNI.COM

DOOH inventory map

70b+
Impressions

500k+
Digital Screens

28+
Countries

View all 500k+ screens here: adomni.com/inventory

ADOMNI.COM

Diverse variety of venue types

Connect with your audience on over 40 venue types.

- Airport
- Airport Lounge
- Apartment Building
- Bar/Restaurant Jukebox
- Bar/Restaurant TV
- Bowling Alley
- Bus Interior
- Cannabis Dispensary
- Casual Dining
- Cinema (In-Theater)
- Cinema (Lobby)
- Coffee Shop
- College Campus
- Convenience Store
- Dental Clinic
- Doctors Office Waiting Room
- Gas Station
- Golf Course
- Grocery Store

- Gym
- Hotel
- Liquor / Wine / Beer Store
- Mountain Resort
- Office Building
- Other Indoor
- Pharmacy / Drugstore
- Rest Stop
- Salon (Men)
- Salon (Women)
- Shopping Mall
- Spectacular
- Sports Entertainment
- Subway
- Taxi / Rideshare Top & Interior
- Train Station
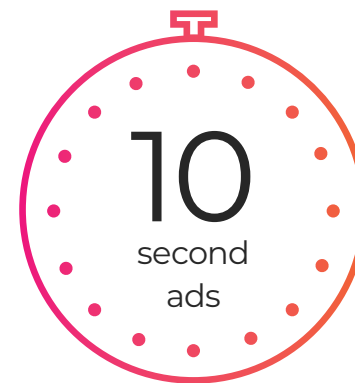- Transit Shelter
- Uber OOH
- Urban Panel
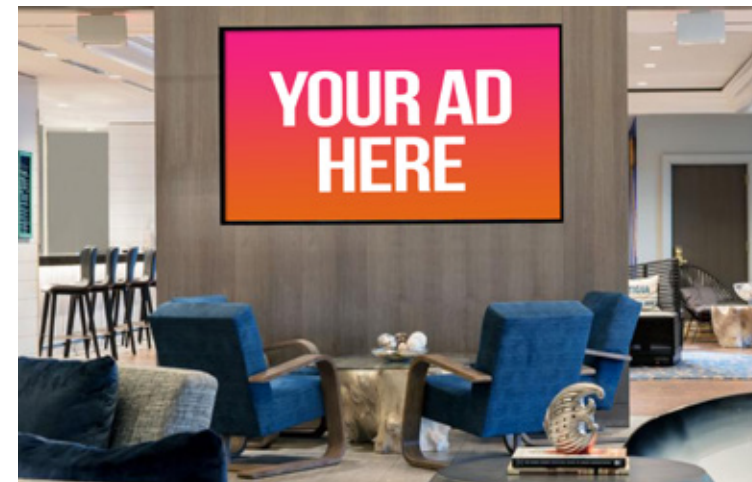
Video-enabled screens
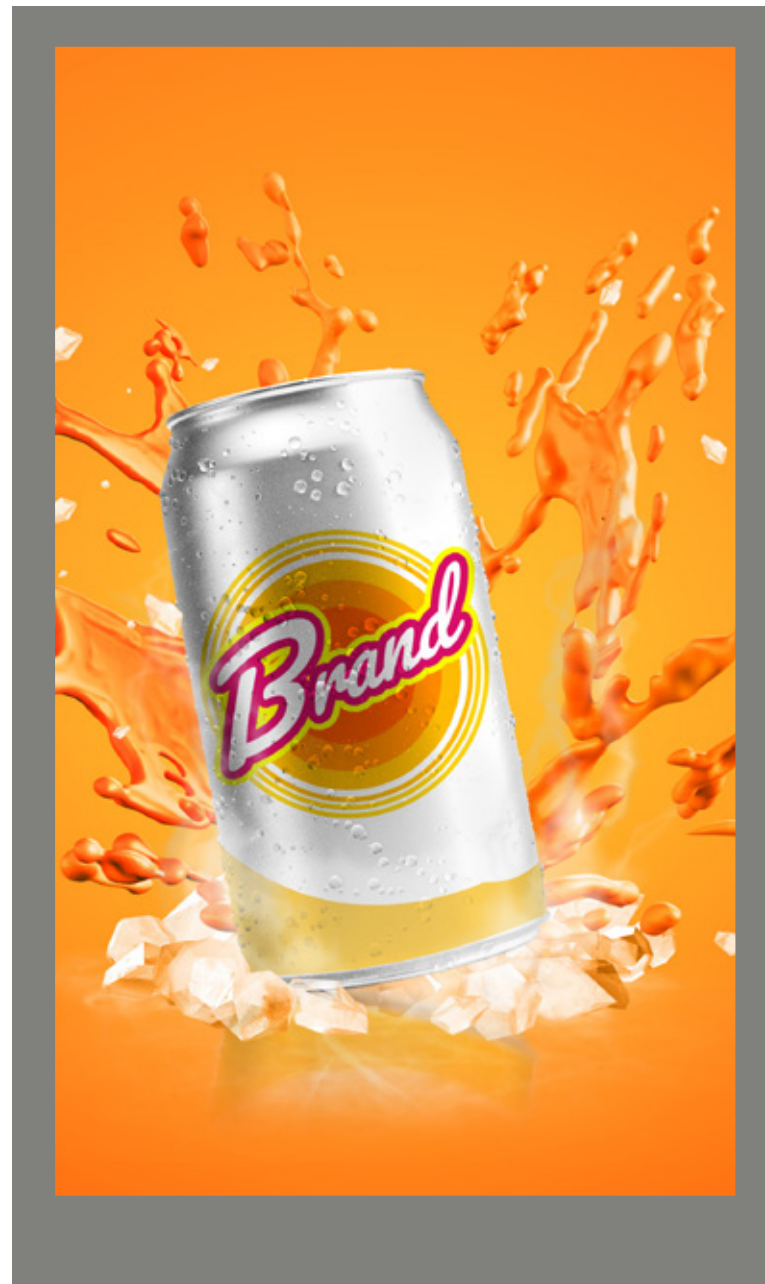
Engage your audience with **captivating dynamic content.**

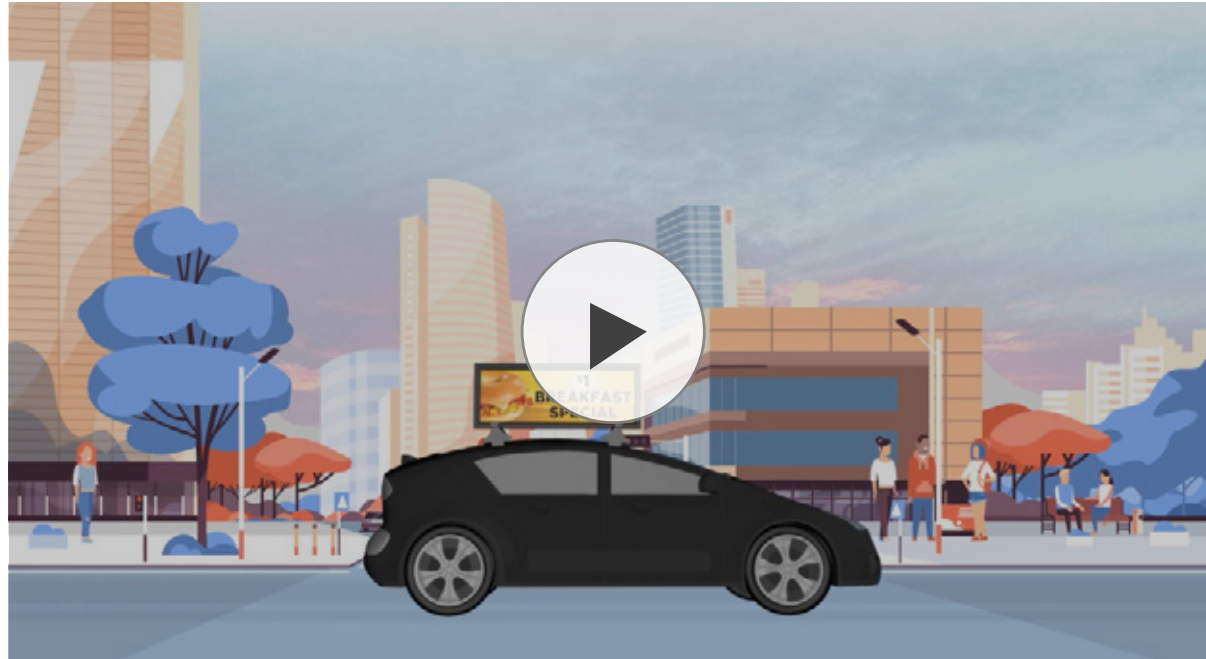Over 450,000 screens on Adomni are video-enabled.

Featuring:

10 second ads

12 second ads

15 second ads

Audio is enabled on some networks.

adams

ATMOSPHERE

BRANDED CITIES

CAPTIVATE

Clear Channel Outdoor

Grocery TV

GSTV

HMN HEALTH Media NETWORK

Intersection

LAMAR

lightbox OOH VIDEO NETWORK

NEW TRADITION

Outcome HEALTH

OUTFRONT/

ROUGE Media

SIMON MALLS

Uber OOH Powered by ADOMNI

VAIL RESORTS EXPERIENCE OF A LIFETIME

VOLTA

ZOOM MEDIA

JCDecaux

+200 other media owners

ADOMNI.COM

Uber OOH

Uber OOH is the official Uber advertising network.

Enabling advertisers to reach their audience via **real-time, connected, street level, high quality, digital screens** on top of Uber vehicles.

Meaningful Connections

Connecting advertisers with consumers as they move throughout their day in the real world.

Scale of Reach

An unmissable, omnipresent advertising network that cuts through the clutter at the street level.

Optimal Relevance

Use geofencing to deliver creative content with the right messaging to your ideal audience.

Thousands of Cars

Millions of Miles Driven Monthly

Hundreds of Millions of Monthly Ad Impressions

Campaign Proof of Performance Reports

Available Markets

Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, and Phoenix

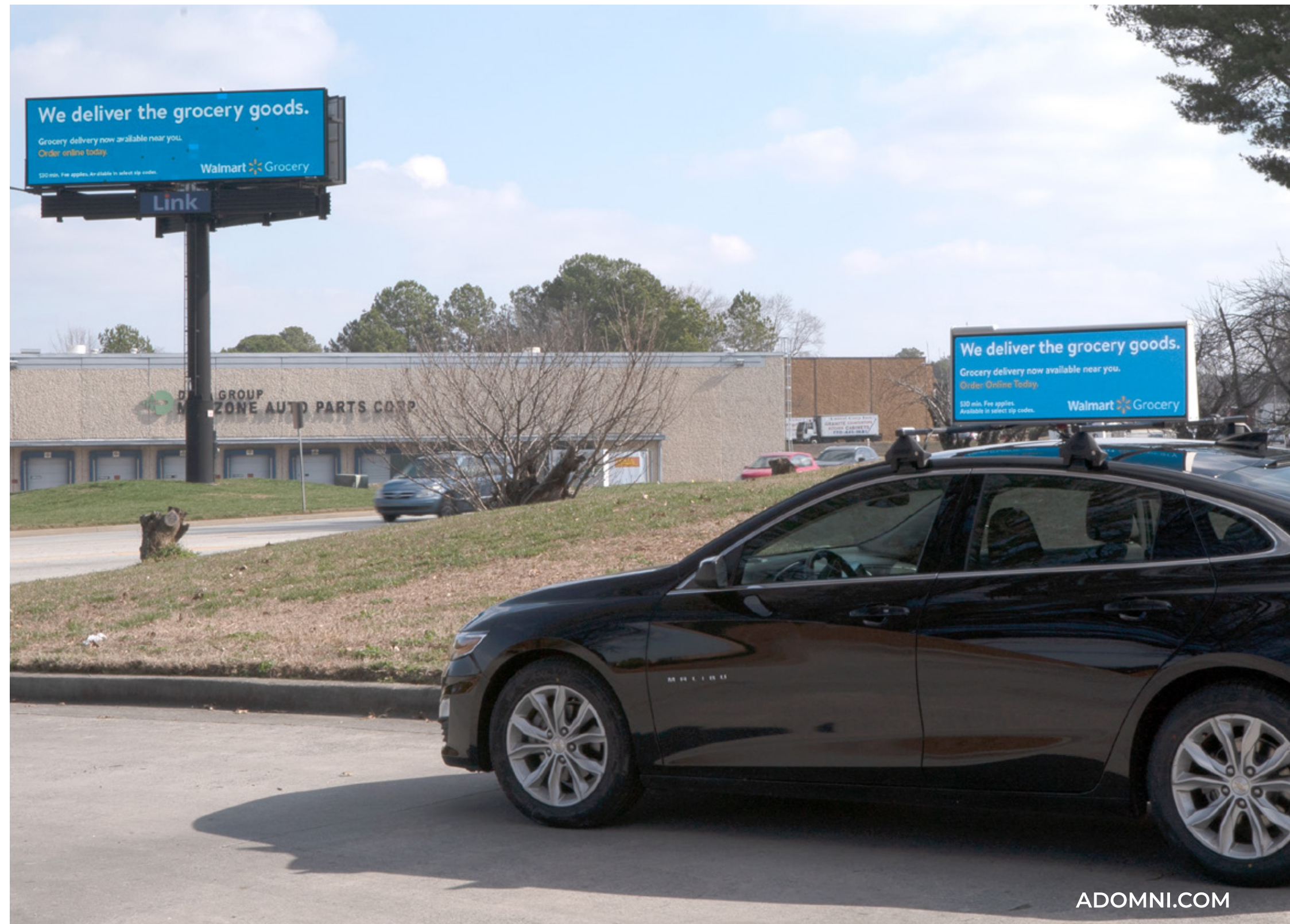# Reach your audience on multiple screens

Trigger ads to concurrently play on multiple screens for a **true omnipresent experience.**

Available on outdoor venue types:

DIGITAL BILLBOARDS

TRANSIT SHELTERS

URBAN PANELS

ADOMNI.COM

Transparent reports at your fingertips

View real-time performance metrics such as budget spent and impressions delivered.

ADOMNI.COM

Attribution reports

Measure your DOOH campaign's performance lift on your business objectives.

Attribution reports are provided by Mira, the leading audience data and performance measurement company for out-of-home advertising.

71.59%

29.0%

42.99%

Foot traffic visitation lift

Measures the net lift of consumers exposed to DOOH ad who:

- Visited physical brick and mortar locations

Watch this to see how it works

Read more about attribution reports

Website visitation and conversion lift

Measures the net lift of consumers exposed to DOOH ads who:

- Visited a website
- Took specific on-site actions such as clicking specific buttons or watching videos
- Made a purchase online

Mobile app KPI lift

Measures the net lift of consumers exposed to DOOH ads who:

- Downloaded a mobile app from Google Play or the Apple App Store
- Took specific actions in-app such as pressed on navigational buttons or performed a search
- Made in-app purchases

Retarget exposed device IDs captured by your DOOH ads **to give consumers a true omnichannel experience.**

A list of exposed MAIDs can be uploaded through LiveRamp to your DSP of choice or sent directly to you in a downloadable CSV file.

Watch this **short video** to see how it works.

MOBILE DISPLAY / SOCIAL MEDIA
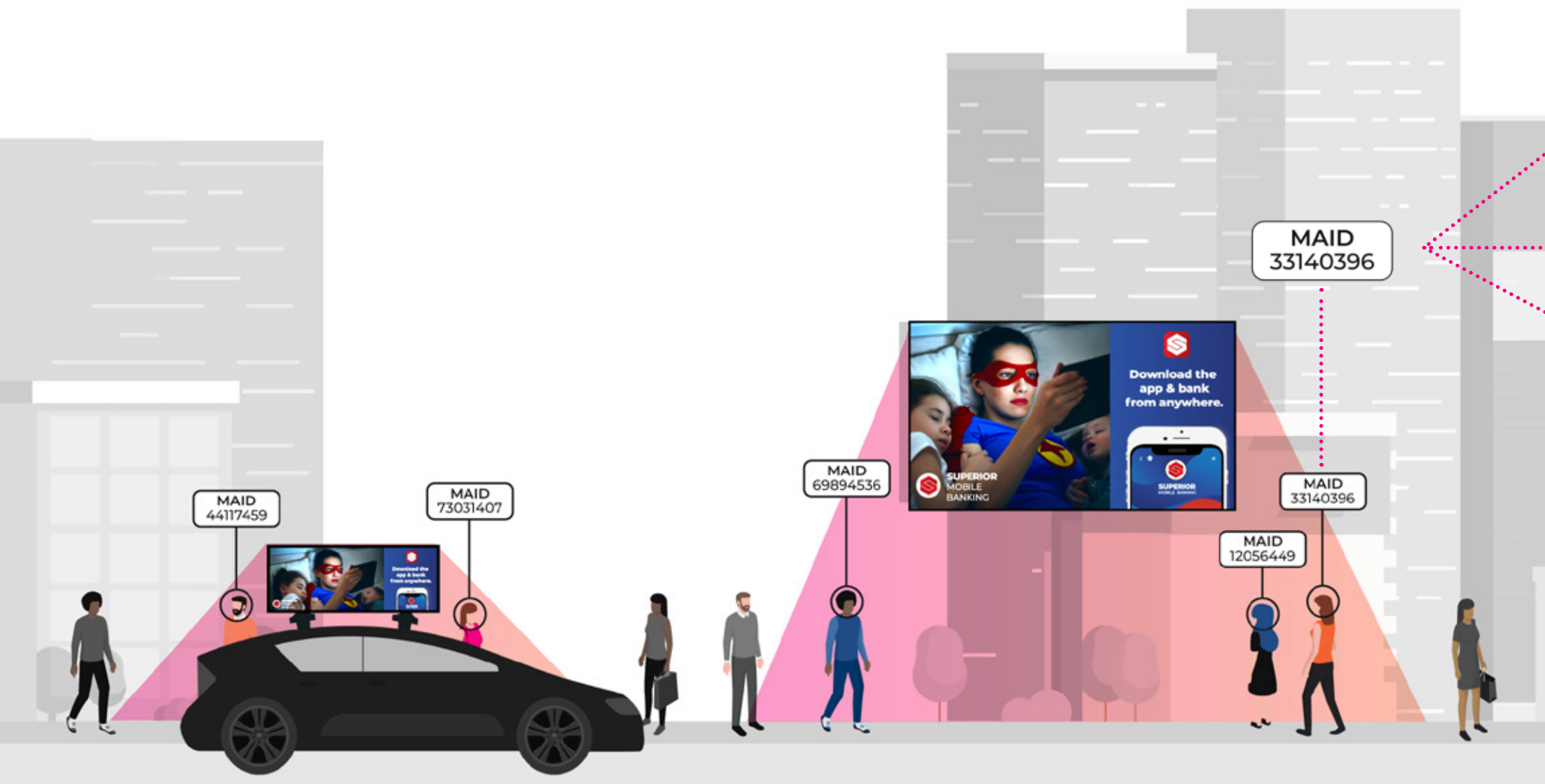
DESKTOP DISPLAY / VIDEO

CTV / OTT

MAID
33140396

MAID
69894536

SUPERIOR
MOBILE
BANKING

Download the
app & bank
from anywhere.

SUPERIOR
MOBILE BANKING

MAID
33140396

MAID
12056449

MAID
44117459

MAID
73031407

ADOMNI.COM

Adomni vs. Google & Facebook

	ADOMNI	Google	facebook
OVERALL FUNCTIONALITY			
Easy to use	✓	✓	✓
Self service platform	✓	✓	✓
AD TARGETING OPTIONS			
Location	✓	✓	✓
Demographic	✓	✓	✓
Behavior	✓	✓	✓
Interest	✓	✓	✓
Keyword		✓	✓
Lookalike audience	✓	✓	✓
AD FORMATS			
Text ads	✓	✓	✓
Image ads	✓	✓	✓
Video ads	✓	✓	✓
CAMPAIGN DETAILS			
National (mass reach)	✓	✓	✓
Adjustable / customized budget	✓	✓	✓
Day parting capabilities / ad scheduler	✓	✓	✓
ANALYTICS			
Proof of delivery reports	✓	✓	✓
Impression measurement	✓	✓	✓
Click through rates *	✓	✓	✓
Attribution and performance KPI's'*	✓	✓	✓

*Reporting available when mobile ads included

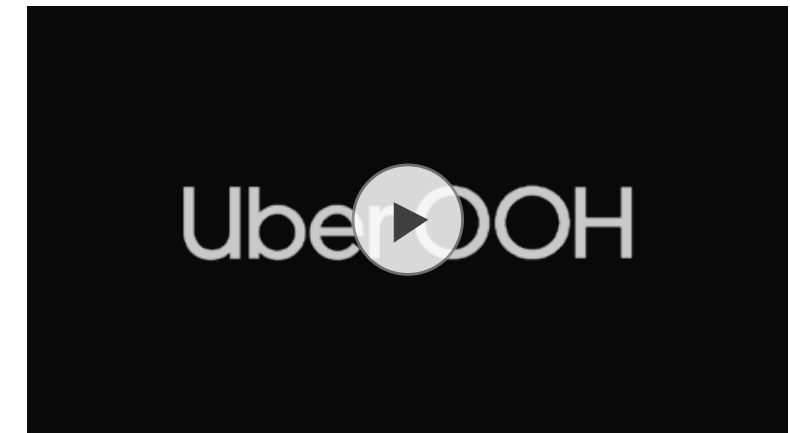ADOMNI.COM

The different facets of Adomni

Watch these **2 minute videos** that showcase the different facets of Adomni and programmatic DOOH
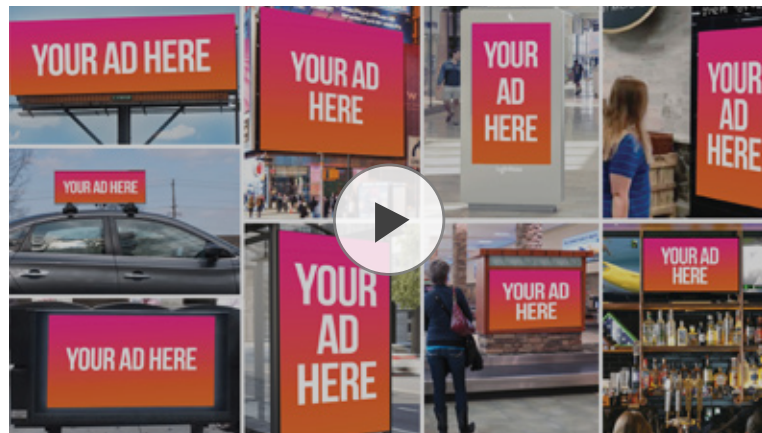
ABOUT ADOMNI
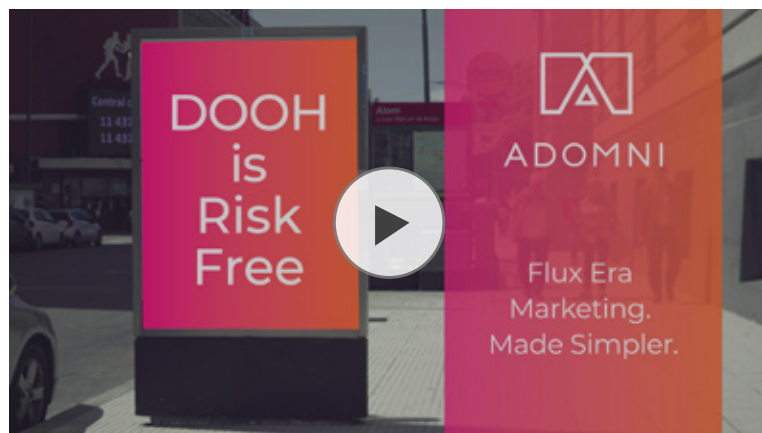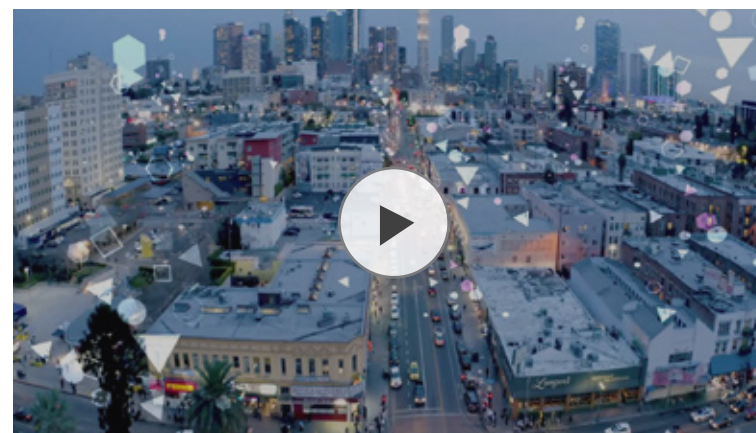

INTRO TO DOOH PERFORMANCE MARKETING

ABOUT UBER OOH

DOOH IN A COVID FLUX ERA

AUDIENCE TARGETING WITH MOBILE LOCATION DATA

MEASURE THE IMPACT OF YOUR DOOH CAMPAIGNS

Case Studies

Launch of the NEW Starbucks Nespresso Vertuo line at Target generates a **+42% lift in store visits**

The Goals

- **Generate awareness** for the new Starbucks Nespresso Vertuo capsules available at Target
- **Direct audiences** to visit the Target stores or website to purchase products

Our Approach

- Targeted **digital billboards within a 5-mile radius** of 100 top-performing Target stores nationwide during a 6-week campaign
- Captivated on-the-go consumers, at street level, with **Uber OOH** in Dallas, Phoenix, and Atlanta
- **Extended audience reach and complemented the DOOH ads with native mobile retargeting** using a "shop now" CTA link, driving users to the brand page on Target.com

The Results

- Target stores had a **42% lift in store visits** from audiences who were exposed to the DOOH ads
- **26.5 million impressions delivered** across all markets
- Audiences exposed to Uber OOH ads were **79% more likely to visit Target stores** than non-exposed audiences

READ CASE STUDY
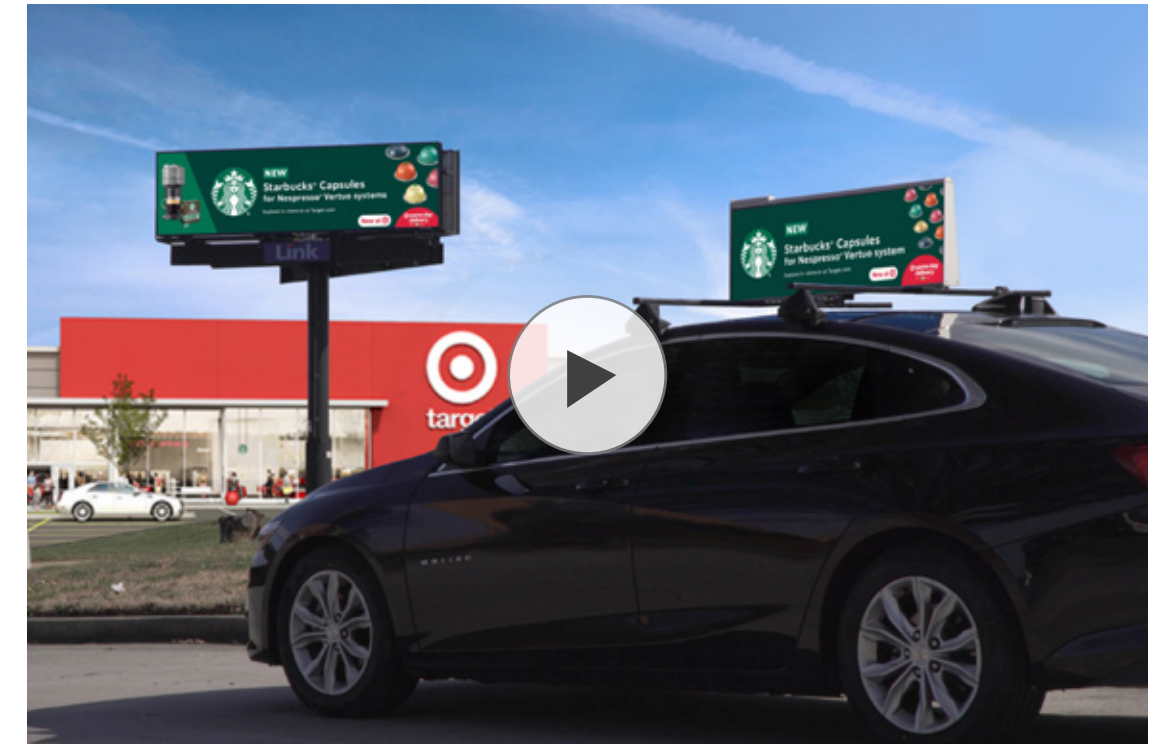
Watch short video

Increased brand awareness, brand opinion, and **purchase intent**

The Goals

- **Cut through digital noise and device burnout** by using real world screens to reach audiences
- **Raise brand awareness** in key markets
- **Gain trust with consumers by utilizing OOH**

Our Approach

- **Utilized screen sequencing in NYC** for an unmissable 360-degree perspective and **targeted roadside digital billboards** along the busiest LA highways
- **Took advantage of Uber OOH video screens** in Atlanta, Dallas, and Phoenix
- **Rotated ad creative** throughout the campaign to combat ad fatigue
- **Utilized dayparting** to serve ads at specific times of the day

The Results

- **3,062 screens** reached in New York, Los Angeles, and 3 test markets
- **+38% more impressions** delivered than planned
- Exposure to the DOOH campaign significantly **improved brand opinion and purchase intent**

READ CASE STUDY
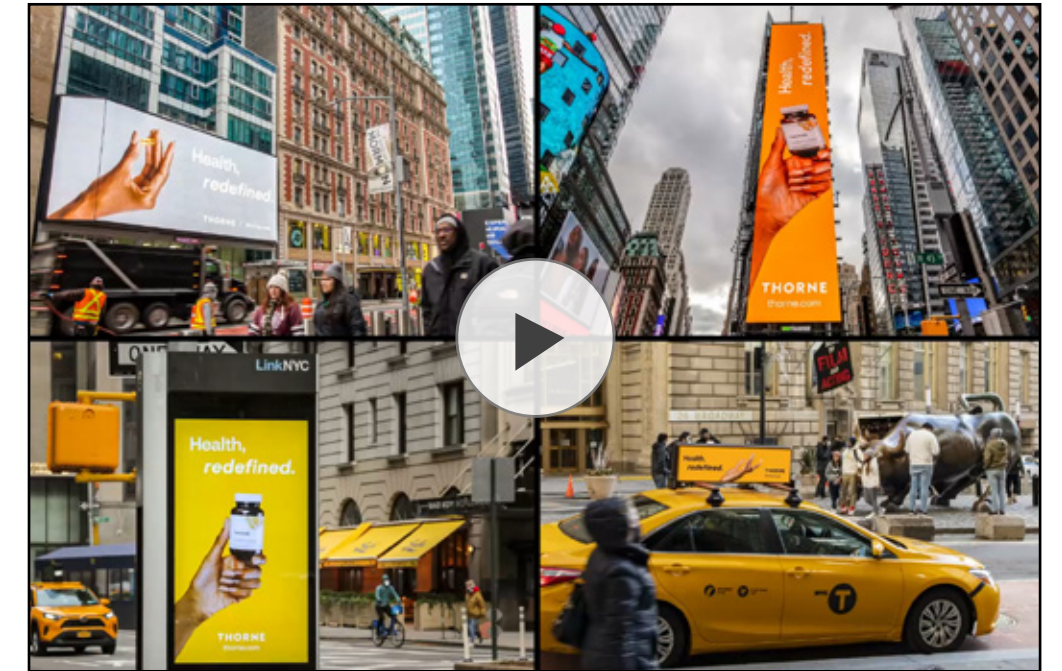
Watch 1 minute video

ADOMNI.COM

Kylie Skin used Adomni to launch the **largest billboard campaign ever.**

The Goals
- Reach mass audiences **promoting the launch of Kylie Skin**
- Target digital billboards and shopping mall screens nationwide
- Direct audiences to visit the Kylie Skin website to purchase products
- Sell out of the products as quickly as possible

Our Approach
- Targeted over **4,300** large format roadside **digital billboards** including Times Square Spectaculars and Las Vegas Strip
- Targeted over **300 shopping malls** across over **1,000 U.S. cities**
- Changed creative artwork instantly to display messaging including "coming soon," "now available," and "sold out"

The Results
- The product was **sold out within hours**
- The out-of-home campaign generated major buzz on Facebook and Instagram, with millions of likes and thousands of comments

READ CASE STUDY
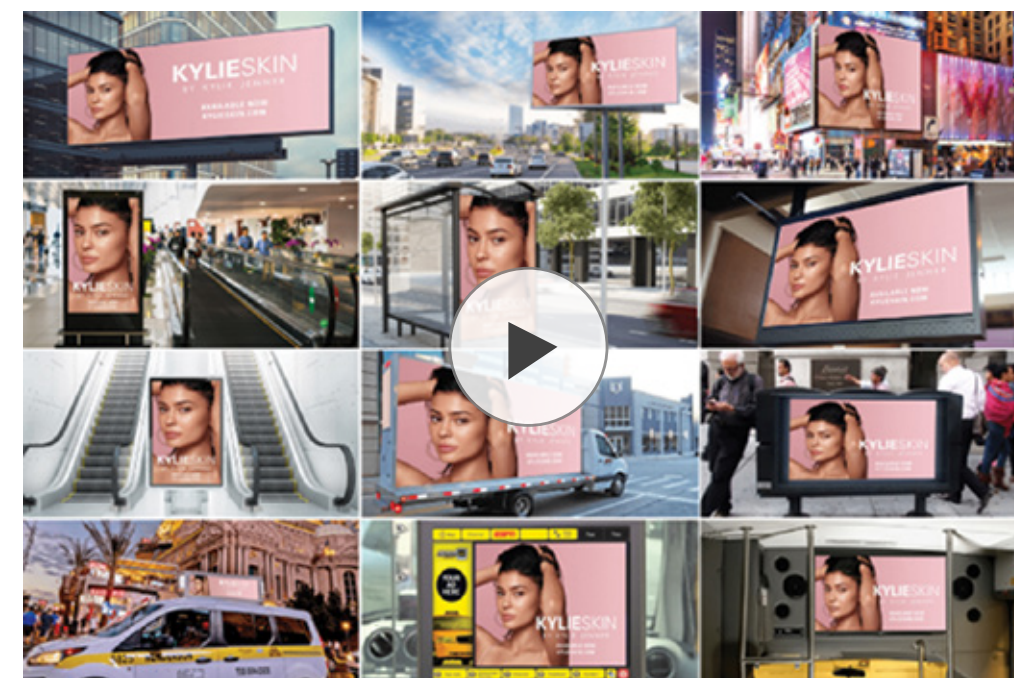
Watch 2.5 minute video

"It's always exciting to find new ways to connect with people and I loved the idea of being able to have my Kylie Skin campaign show up on billboards simultaneously across the whole country, to tie in with everything I was doing on social media to promote my skincare launch."

Kylie Jenner
CEO of Kylie Skin

SuperDraft scores big for Super Bowl LV

SuperDraft harnessed the speed and agility of Programmatic DOOH during SuperBowl LV, **resulting in $740,000 of incremental revenue**

The Goals

- **Raise brand awareness** in 20 key NFL markets
- **Generate last-minute app downloads** and entries for the $1,000,000 BIG GAME fantasy contest

Our Approach

- Campaign was planned and launched 5 hours after discovery meeting
- Ads were served **100% programmatically across 6 venue types,** including digital billboards, spectaculars, place-based, and Uber OOH
- **Complemented the DOOH ads with native mobile,** sending the users to a unique and trackable landing page

The Results - at time of kickoff

- Drove **$740,000 of incremental revenue** in 72 hours
- **5,292 screens** reached in **20 unique NFL markets**, including the Super Bowl host city of Tampa
- **38.5M impression**s were delivered in a 2 and a half-day time span

READ CASE STUDY

Watch short video

By using Adomni, **UFC sold 16,000 seats within 6 days** when they suddenly had to move a fight from Las Vegas to Los Angeles - less than a week before the event.

The Goals

- **Relocate UFC's 232 fight from Las Vegas to Los Angeles**
- Refund all of the tickets sold for the fight in Nevada
- **Resell tickets for the event in Los Angeles**

Our Approach

- Programmatically updated creative and **turned ads on within minutes**
- Promoted the new fight using two versions of creatives
- Targeted the digital screens during optimal times for the most noticeability

The Results

- The Los Angeles event **sold out days before the fight**
- The fighting arena **filled 16,000 seats**

READ CASE STUDY

"Whether we are promoting our pay-per-views a week in advance or making a last minute push to sell tickets the day of the fight, 100% of our out-of-home advertising starts on Adomni.com."

Dana White
President of UFC

Walmart: Driving pick up & deliver orders

Walmart utilized Adomni's DSP to promote their **pick-up & home delivery campaign**

The Goals

- **Promote new** pick-up & home delivery **service** for participating stores
- **Increase sales** by adding new shopping options

Our Approach

- Ran ads on digital screens within **10 miles of 1,000 Walmart stores** using a custom point-of-interest proximity list
- Delivered **unique content** on screens **targeting** specific **store locations**
- **Changed 100-200 stores creative message daily**
- Ran multiple screens in different publisher networks simultaneously
- Delivered **daily reports** with impression counts for each media type by day

The Results

- **Campaign extended** after end date

Thank You

Questions?
Contact Sales@adomni.com