



The Complete Guide to ROI in Out-of-Home Advertising



Your guide to Out-of-Home:

When you buy outdoor ads, stakeholders deserve to know the ROI. Especially since OOH advertising is expected to reach \$33 billion in sales by 2021.

The challenge is, while OOH advertising has been around forever, it's also notoriously hard to measure.

Take the campaign "Shot on iPhone." You probably remember the cool images Apple splashed across billboards from consumers sharing iPhone pictures. Winners got the satisfaction of having their pictures posted across the nation.

But what was Apple's ROI?

Exactly. That's why we built this guide. To demystify the ROI in OOH.

Ready? Let's go!



Photo Credit: Adweek.com

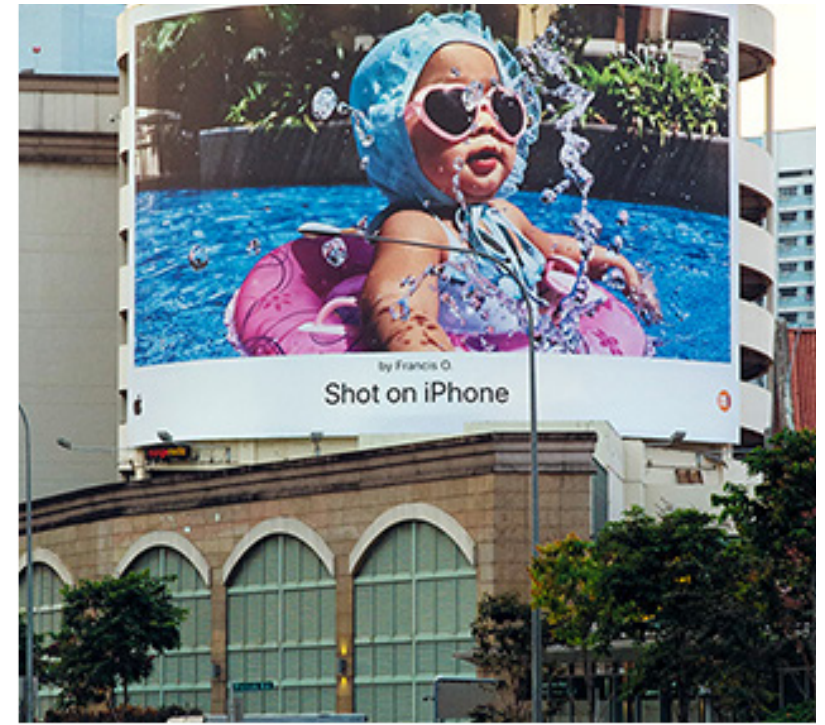




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Why ROI is so important

“What gets measured gets improved.” Thanks Peter Drucker, we agree.

But it’s also why OOH gets a bad rap. Just look at these stats: 80% of CMO’s don’t see OOH as “very” or “extremely” important. Advertisers who want to use outdoor face an uphill battle.

So, why worry about OOH, if it’s so hard to measure?

Simple. Outdoor advertising is more trustworthy than all digital advertising channels.

Let that sink in. A full 69% of consumers trust outdoor ads for making a purchase decision. That’s **7 out of 10** consumers. It explains why out-of-home (OOH) is the only traditional media category still growing, **and** why it’s expected to reach \$33 billion in sales by 2021.

ROI clearly matters, but how do we measure it? That’s the purpose of this detailed guide. Here, we share four steps to help you prove how effective out-of-home ads can be.



69%

OF CONSUMERS TRUST OUTDOOR ADS
WHEN MAKING A PURCHASE DECISION*

*Marketingcharts.com

OOH ADVERTISING IS
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**marketing-interactive.com

The ROI in OOH

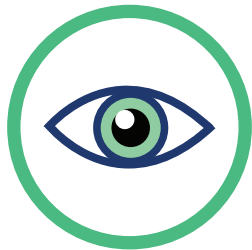
We put ROI directly into OOH. And called it iOOH.

The “i” is for intelligent. It’s also for investment. The premise: out-of-home isn’t obscure. You can hear exactly what a target audience thinks of your ad, and see if they made a purchase because of it.

You just have to ask consumers.

We do it with an app. It’s called Surveys On The Go®. The app asks real people, who see your ad in real-time, to give their input. The intelligence is all yours. You get the data fast, so you can make adjustments as needed, and increase sales.

We ask consumers:



Awareness

Do you remember this ad?



Recall

Did it resonate with you?



Consideration

Are you planning to act on it?



Conversion

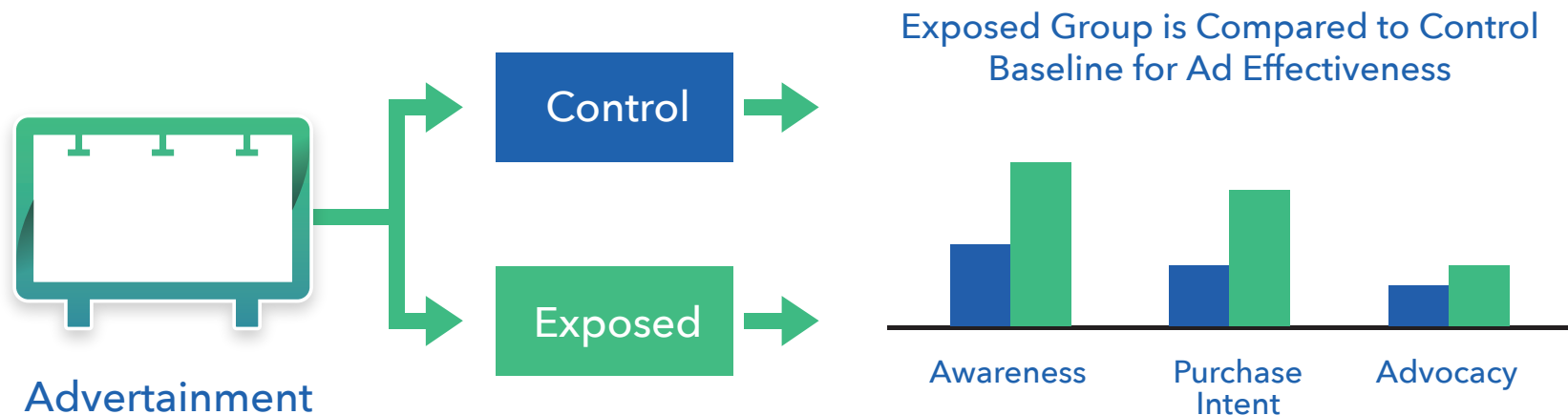
Did you buy the product?



How iOOH measures brand lift



“We saw an 85% lift in brand awareness using Out-of-Home ads; measured by MFour.” – Ritual Vitamins



ROI begins, and ends, with consumers.

You advertise for their attention; we survey to see if they'll purchase. That's why our clients love iOOH. They can test an ad in-flight. If it's not working, they can adjust it. The results? More sales, better ad spend, and happier stakeholders.

My iOOH checklist



See how you compare. Can you check all 4 boxes?

1 Awareness

- Select an audience of people who see the ad in real-time
- Validate their location with GPS, to ensure they were really there
- Ask questions immediately after exposure from a representative sample
- Get a representative sample

3 Consideration

- Ask about their interest in the product
- Tie the information back to their feedback on the ad
- Determine their buying behavior based on the ad they were exposed to

2 Recall

Check for unaided recall

- See if your brand is top of mind
- Test their recall of the product

Test for aided recall

- Give a copy of the ad
- See if they can remember the name of the brand
- Test their recall of the product

4 Conversion

- Map the results of the consideration information to sales
- Check for follow-through of their intent to purchase



Summary: ROI in iOOH

A successful out-of-home ad impacts consumers for months, even years, to come.

That's why planning ahead is (not surprisingly) your key to demonstrating the effectiveness of the channel, and expanding your OOH campaigns. It all hinges on ROI.

Since one of the biggest reasons marketers avoid OOH is attribution, clarity is essential. Following these four steps will help you to guide every OOH campaign from initial concept to clear Return on Investment.

At MFour, we'll give you the first three steps to success, and you can tie the data directly back to an increase in sales. Stay tuned, in our next OOH eBook, we'll move into the Digital OOH world. There we'll look at understanding the impact of ads, in order to optimize them.

[Help consumers see your OOH ad.](#)

 mfour.com



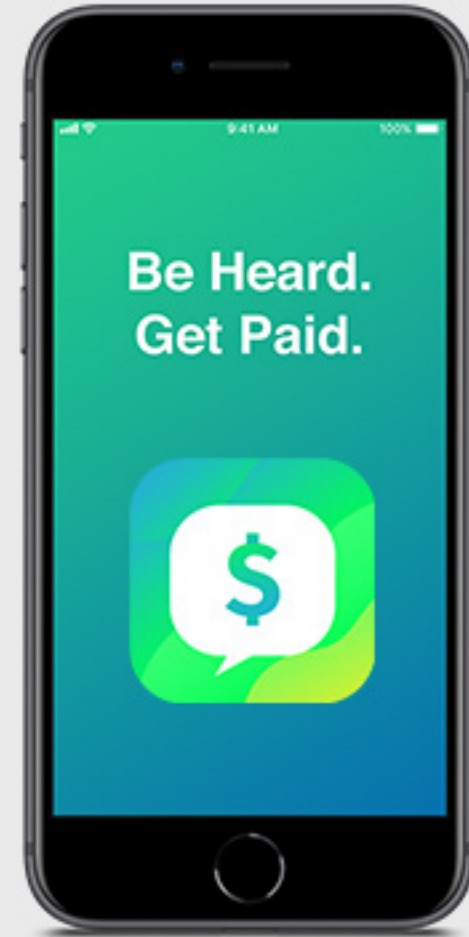
About MFour

MFour introduced **Surveys On The Go**® (SOTG), a consumer research app, in 2011. With more than **2.5 million consumers**, it's the largest, first-party panel in the US, with an average 4.5 stars out of 5-star ratings in Apple and Google Play stores.

Consumers share their opinions via surveys sent to their phones. When they drive by out-of-home ads, we see their locations, and field the survey in real-time. The result is measurable lift in awareness, recall, consideration and conversion.

The company continues to innovate and evolve market research products and processes. As the recognized leader in survey technology, MFour combines consumer opinions obtained through surveys with GPS tracking, together with observed online activities and purchases.

To learn more, visit: mfour.com



surveys on the go
be heard. get paid.