

FROM RECALL TO RESULTS:

DOOH Delivers 49% More Lift and 76% Consumer Action

Out-of-Home (OOH) advertising has transformed in recent years, evolving from static billboards to dynamic, data-driven digital screens. This shift (towards DOOH and programmatic OOH) has brought new measurement precision — aligning OOH's accountability with that of digital and social media channels.



This paper:

- Compares OOH (traditional and digital) metrics vs. online, social, CTV, and in-person advertising.
- Highlights DOOH's unique strengths: targeting, measurement, interactivity.
- Presents campaign benchmarks and examples showing performance differentials between DOOH and traditional OOH campaigns.
- Examines OOH's synergistic impact when integrated into cross-channel strategies.

Traditional OOH vs. DOOH: Measurement & Capabilities

Traditional OOH

For decades, measurement relied on traffic counts and Daily Effective Circulation (DEC) — estimating how many people pass a sign. This provided broad but imprecise reach metrics

- ✓ **High gross impressions** in high-traffic zones.
- ✗ **Limited attribution** — virtually impossible to track downstream consumer action.

Digital OOH (DOOH)

DOOH has significantly enhanced measurement capabilities through:

- **Automated impression tracking** via sensors, connected displays, and real-time networked systems
- **Behavioral insights** using mobile location data — tracking real-world exposure and post-exposure visits
- **Attribution & conversion:** DOOH supports controlled studies, uplift modelling, and tracks online/offline actions like app downloads or store visits
- **Programmatic flexibility:** DOOH allows geo-targeted, real-time ad delivery via triggers (weather, time of day)

OOH vs. Other Media Channels: Key Comparisons

Reach, Targeting & Engagement

Channel	Reach Precision	Targeting	Engagement/Recall
Traditional OOH	High broad reach	Low	Strong Visual Imprint
DOOH	High, dynamic reach	Moderate to strong via geo-data	49% ↑ effectiveness vs. static
Social Ads	Narrow precise	High	Click/interactivity; recall varies
Digital Display	Precise	Very high	Engagement depends on viewability
CTV	Targeted by segment	High	High dwell time, contextual immersion
In-person	Direct interaction	Highly targeted	Immediate engagement, but scale-limited

- DOOH has been found to increase overall campaign effectiveness by **49%** over traditional OOH
- Nielsen data shows **75% ad recall** for DOOH exposure in the past month
- Digital/media channels like email can produce **36:1 ROI**, whereas search/digital ads typically yield 2–4X revenue per \$1 spent





Attribution & Conversion

- **OOH (Traditional):** Minimal attribution; mainly awareness-level metrics.
- **DOOH:** Enables store visits, mobile app events, uplifts, and controlled conversion studies.
- **Social/digital:** Real-time click-through and view-through tracking, but privacy shifts are increasing measurement complexity.

Digital vs. Traditional OOH: Performance Benchmarks

Effectiveness & Consumer Response

- DOOH yields **contextual campaign boosts of 49%** over static formats
- In a DOOH-specific study, **73% of consumers view DOOH ads favorably**, and **76% report taking action after exposure**
- Entrepreneur highlights DOOH's impact: "contextual Digital Out-of-Home (DOOH) messages can deliver a 49% increase in overall campaign effectiveness"

ROI & Media Mix Performance

- OOH combined with TV/digital yields a **27% higher ROI than TV alone**, based on 20 years of Econometric Modeling in Australia
- Brands optimizing budgets by reallocating to OOH see **strong ROAS gains**
- In sub-\$1M budgets, combining DOOH and OOH delivers **39% stronger ROI** than TV-only investments
- DOOH's **interactivity drives app downloads, brand lift, digital conversions**

Comparative Analysis Across Channels

Reach & Brand Awareness

- Traditional OOH provides **mass reach and creative impact**, ideal for brand building
- DOOH enhances that through **dynamic, context-aware messaging** tailored to location and time
- Social/digital ensure **precise reach**, but often miss public audiences and can suffer from ad fatigue
- In-person activations offer **high engagement**, though at limited scale

Measurement Sophistication

- Social/digital: **Click-through, conversions**, detailed attribution.
- CTV: **View-through rates**, household targeting
- DOOH: Now supports similar accountability with **impression logs, mobile uplift, behavior-based KPIs**, positioning it closer to online standards

Cost Efficiency

- CPM for OOH is generally **lower than premium digital segments**.
- Combined with its mass reach, OOH offers **efficient brand exposure**.
- However, social and email often boast **better short-term CPA or ROAS**, e.g. email ROI of 36:1

Synergies

- Studies show OOH **amplifies digital**, e.g. driving **40% more digital engagement** when run in parallel with LinkedIn.com.
- Cross-channel campaigns leveraging OOH help:
 - Reinforce awareness
 - Improve recall
 - Generate social shares
 - Drive performance metrics



Campaign Examples & Case Highlights

Programmatic DOOH

Programmatic DOOH allows real-time triggers (e.g. geofence audiences) for dynamic messaging—greatly enhancing relevance and measurement

Beverage Brand via Captivate

A beverage company used video DOOH screens to tell a story, generating stronger brand recall and engagement, enabled through advanced analytics from Captivate

OAAA / Harris Poll Study

A 2024 survey found:



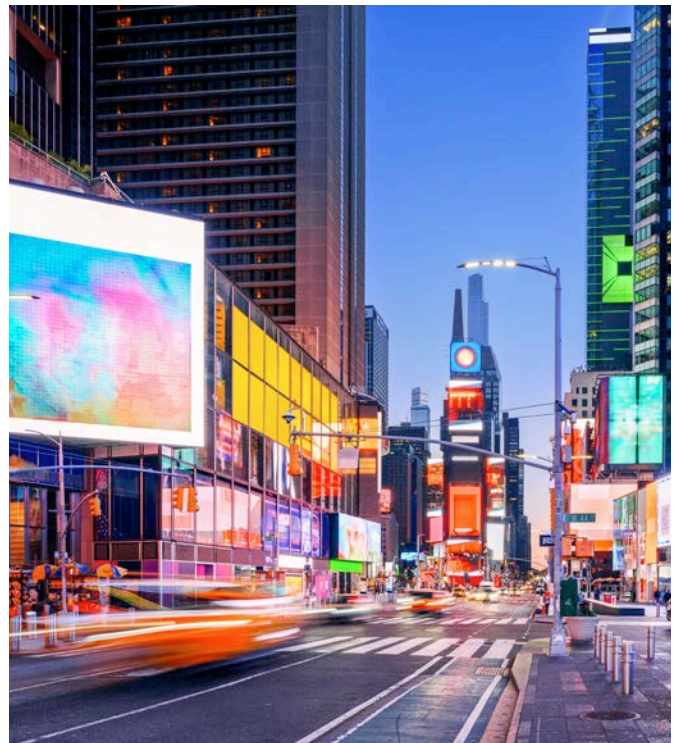
73%

favorable perception of DOOH



76%

took actions (e.g., search or purchase) post exposure



Best Practices & Future Outlook

Embrace Data-Driven DOOH

Modern DOOH campaigns should integrate:

- Mobile location data
- Behavior uplift studies
- Programmatic triggers
- Cross-channel attribution models

Budget Strategy

- Allocate at least **15–20%** of mix to DOOH for brand amplification and synergy.
- Consider longer-duration DOOH (8+ weeks) for compounding reach and higher ROI.

Creative & Context

- Deliver contextual messaging based on location/time.
- Use emotionally engaging creative to double impact
JC Decaux & System1 showed that strong emotional ads can double effectiveness
- Optimize real-time execution via programmatic capabilities.

Creative & Context

- Adopt MRC, OAAA, Geopath, WOO and global OOH standards to ensure measurement comparability

Conclusion

OOH — especially in its digital form — is no longer a passive, reach-based media. It now offers sophisticated, measurable, and actionable outcomes, rivaling digital and social advertising in effectiveness, while contributing unique benefits: mass-scale reach, high recall, and cross-channel amplification.

Key takeaways:

- DOOH enhances static OOH by 49% in effectiveness.
- It elicits strong consumer engagement: 76% take action.
- When integrated with TV/digital, it can uplift ROI by 27%.
- Programmatic DOOH and real-time data unlocking full performance potential.
- Synergies with other channels make overall campaigns more robust and efficient.

