REVEAL MOBILE™

OUT OF HOME ATTRIBUTION:
How to Measure Retail's Customer Acquisition Channel

A Brief History of Out of Home Measurement

There was a time when billboards did the work of awareness building. The signs people saw along roads, in airports and at bus stops were largely relegated to branding. They served as air cover for other ad channels that were better suited to activating audiences, such as paid search, affiliate marketing, and social media.

The marketer's mindset around out of home advertising is changing. What used to be a nice to have has

01
OOH media drives customer acquisition

02
OOH media can be attributed to sales

Let's look at an example. QSR giant Burger King ran a "Whopper Detour" campaign that utilized geofencing technology to steer hungry patrons away from its chief rival, McDonald's. Diners who got within close proximity to a McDonald's restaurant were able to order a Whopper sandwich for a penny from the Burger King mobile app. Once a new customer placed the heavily discounted order, the app navigated them to the nearest Burger King to pick up their food.

Burger King ran several out of home campaigns in support of its Whopper Detour campaign.

Early forms of measurement in out of home advertising provided insight into the number of people who were likely to see an ad based on traffic volumes and patterns. Marketers would buy OOH media similar to how they purchased print advertising. They would make calculated assumptions about the number of people the ads would reach and invest based on that number.

Measurement has evolved considerably as the OOH market has become digitized using precise location data from audiences who not only see the ad but who also take action as a result of seeing the ad. Using advanced analytics and proven methodology, advertisers can now attribute a wide range of consumer actions to an OOH ad view. This table includes the three dimensions for measuring OOH ad buys.

AD	ACTION	ASPECT
Traditional / Static	Store Visit	Market / Geo
Digital	App Download	Creative
Place-Based	In-app Purchase	Channel
Transit	Website Visit	User Type
Moving	Checkout	Census Data

To fully measure out of home ad performance, multiple ads, actions and aspects can be taken into account in a single attribution report. Many of these types of studies are costly and accessible to only the largest advertisers. However, SaaS platforms that make use of precise location data, such as VISIT Local, are making out of home measurement and attribution accessible to marketers of all sizes and budgets, levelling the playing field. This provides OOH media companies with great advantage as well, opening up their inventory to a much larger market.

As the OOH channel becomes more technologized, marketers are beginning to buy out of home ads programmatically. Programmatic digital out-of-home involves the automated buying, selling, and delivery of ads on digital billboards and signage. With programmatic OOH, computers are automating the sale and delivery of ad content in a similar way to digital advertising. Buyers set conditions under which they want to buy OOH media. When those conditions are met, ads are purchased automatically. Programmatic OOH ads can be measured the same way as OOH ads that are purchased via an agency.

OOH Ad and Measurement Types

OOH campaigns are limited only by a marketer's imagination and can range from standard highway billboards to car wraps to interactive multimedia. Most outdoor ads fall into one of five categories: traditional/static, place-based, digital, transit, and moving.

Traditional OOH campaigns are usually billboards located on busy streets or highways where the goal is to have the ad seen by as many people as possible. Before geofencing and using location-based attribution, there was no way to understand how successful these campaigns were. Some ways companies measure the effectiveness of these campaigns are by using a special code on the billboard and hope the customer mentions it, or a certain phone number and hope that the customer uses that tracking number to call. This is not a reliable or accurate representation of campaign effectiveness.

Place-based ads have the same attribution measurement challenges. Place-based ads are typically found at bus stops, in airports, stadiums and other public places. These media buys use a more targeted approach because they are placed where certain cohorts of people gather. For example, a baseball equipment company may place their ad inside or near a baseball stadium in order to reach fans. However, it is hard to know if their ad works because they may be reaching just those who watch baseball and do not play it, nor have any use for the equipment they sell.

Digital OOH ads are dynamic. One of the strengths of this media type is that its creative can be updated whenever the advertiser wants. This keeps the content timely and relevant to those who see it. However, measuring its effectiveness is just as hard as the traditional OOH campaigns.

Moving OOH ads have been adopted by many companies, especially those who advertise in major cities. Moving ads include taxi toppers, rideshare, car wraps, buses, trains and more. This is an effective way to reach even more viewers because they move around the city rather than being static. Again, tying viewership to conversions is nearly impossible without the use of location intelligence.

The good news is that there is now a way to measure OOH attribution just as well as marketers can measure digital channels. With the power of geofencing and location data, marketers can tie OOH campaign views to a desired action whether it's in-store visits, website visits, in-app activity or brand lift.

A few more specific examples of OOH campaign measurements:

|		
Sporting event attendance to in-store visits	Kiosk ad views to restaurant visits	OOH views to app download
Bus stop ad view to movie theater visit	Taxi topper ad view to brand lift	Rideshare ad view to museum or live theater ticket sale

Best Practices for Measuring OOH in Retail

As a way to illustrate best practices for measuring and attributing OOH ad buys to business outcomes, we highlight two real-world case studies.
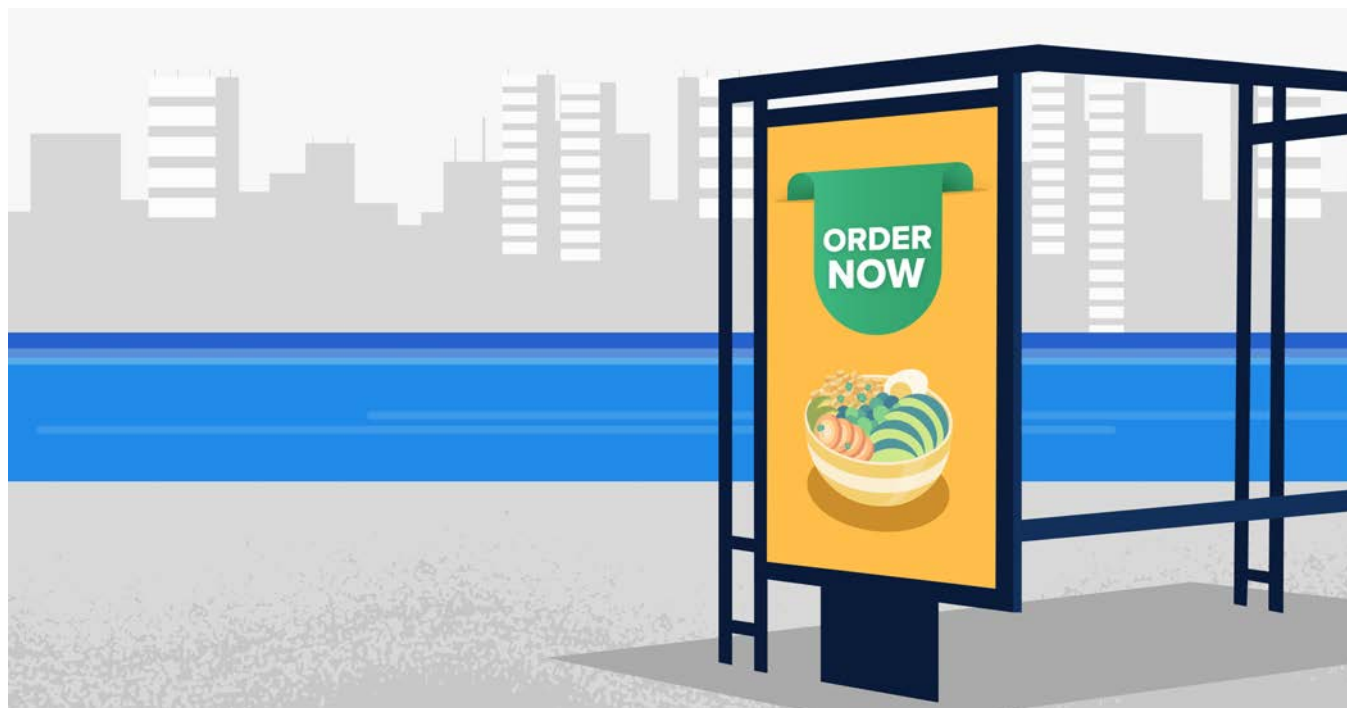
01.
MOVING OOH ATTRIBUTION STUDY FOR PERSONAL FINANCE APP

A personal finance app leveraged moving billboards on rideshare vehicles in an effort to drive app installs, registrations, purchases, and increase sessions. Moving out of home ads face a unique challenge. To prove the campaign had an impact on the app actions, they turned to an out of home attribution provider.

During the campaign flight, the attribution provider leveraged the rideshare company's waypoint logs and filtered on ad roll times. Additionally, the provider constructed a control group to compare to the exposed audience's action in order to observe the impact of the campaign on consumer behavior.

The sample size of consumers exposed to the moving ads was 273,371. The exposed group had seven days to convert after being exposed to an ad for the app, and the conversion counted only if it occured after exposure. The hypothesis was that consumers that were exposed to the out of home ads were more likely to convert in-app than those who were not exposed.

The hypothesis was proven true. Exposed consumers were 35% more likely to take in-app actions after being exposed. The attribution provider was able to deliver results for each of the app's goals.
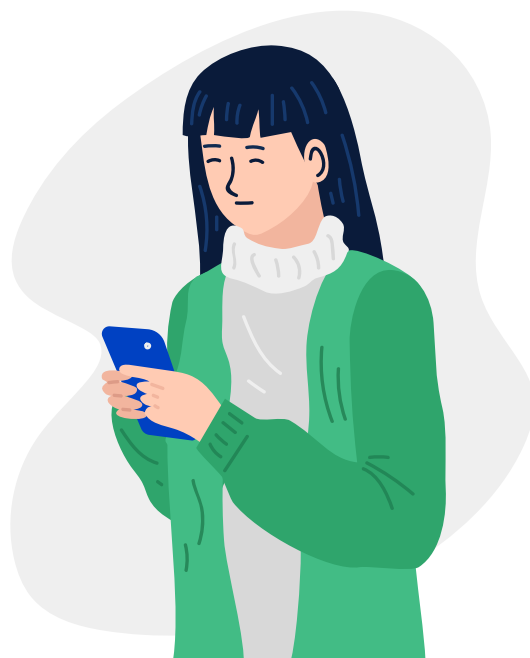
Net Lift increases:

50%
APP INSTALLS

62%
ACCOUNT REGISTRATIONS

39%
PURCHASES

20%
SESSIONS

Read the complete case study **here.**

02.
OUT OF HOME ATTRIBUTION STUDY FOR FOOD DELIVERY SERVICE

A major food delivery service ran OOH ads with the goal of driving responses and conversions from their target audience. The service wanted to measure app opens and installs, website visits, checkouts, new user orders and return user orders. To drive these consumer actions, the advertiser ran OOH ads on kiosks, transit, and urban panel out of home media in the Chicago market.

The out of home media company needed a way to measure consumers' behavior after they were exposed to the out of home campaigns in order to satisfy their client's measurement needs. They turned to their out of home attribution provider whose capabilities provided the out of home media company with the sophisticated location intelligence they needed.

The out of home food delivery service ads ran from February 10 - March 15. The attribution provider used location data and precise geofences to determine viewership. The sample size of consumers exposed to the ads was 127,174. The hypothesis was that consumers exposed to the out of home ads were more likely to convert in-app or visit the food delivery service's website than those who were not exposed. The hypothesis was proven true. Exposed consumers were 27% more likely to take a desired action after being exposed. The attribution provider was able to deliver the granular results for each of the app's goals.

Net Lift increases:

21.4%
APP OPENS

7.3%
APP INSTALLS

1.6%
NEW USER ORDERS

40.6%
RETURN USER ORDERS

29.8%
WEB RESPONSES

53.7%
WEB CONVERSIONS

Read the complete case study **here.**

ABOUT REVEAL MOBILE

Reveal Mobile provides customizable geofencing marketing solutions to ad agencies, brands, retailers, media, and out of home companies. Creator of VISIT Local, the company's award-winning product allows companies of any size to leverage location data to understand, reach and measure the right audiences. Reveal Mobile is CCPA and GDPR compliant and adheres to the Network Advertising Initiative code of conduct. The company is based in Raleigh, NC and New York, NY