Digital Out-of-Home (DOOH)

Captivate consumers across digital screens in public spaces programmatically through our DSP.

Reach people wherever they are on with digital screens located outside of a home with highly impactful content and action against Verizon Media's analytics and insights.

The Verizon Media opportunity

- **Access leading DOOH suppliers**
  Access high impact DOOH inventory from leading suppliers such as Clear Channel, Zoom Media, Captivate & more.

- **White-glove service**
  Our white glove service helps you easily activate campaign setup, management, and reporting.

- **Audience analytics & insights**
  Use Verizon Media’s mobile signals to analyze demographics and get insight into consumer journey pre and post DOOH campaign exposure.

DOOH elements

**Ad Formats**
- Static and silent video
- Common sizes: 1400x400, 1080x1920

**Digital OOH Locations**
- Transit Shelters
- Airport Concourses
- Gyms
- Bars
- Roadsides
- Grocery Stores
- Gas Stations
- Malls

**Metrics & Reporting**
As DOOH is a one-to-many format, we evaluate opportunities using audience impressions. Cost per audience impressions is calculated using the impression multiplier measured by Geopath, Nielsen, or Cubiq and are available in a DOOH report.

The rise of OOH

- **$9B**
  US OOH ad spend by 2020³

- **4x**
  Online activity per ad dollar spent than other traditional channels²

- **27%**
  Increase in US DOOH spend by 2020.

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³ eMarketer 2019 - Programmatic Advertising Beyond Display
² Nielsen/OAAA, OOH Online Activation Survey, 2017
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