



Definition

Digital Out-of-Home (DOOH) refers to digital media used for marketing purposes outside of the home. It involves digital screens, placed in public and commercial spaces, that deliver dynamic broadcast and/or interactive content and advertisements to an audience visually. These digital screens may be one-to-one or one-to-many audiences by nature.



Core Features

- Screens, Not Signs:** DOOH uses digital screens rather than static signs.
- Dynamic Content:** The content can be tailored and changed in real-time based on various factors, such as time of day or audience demographics. It can also support targeting inputs (ie, weather, sports scores, showtimes, store promotions, countdowns, directions, etc).
- Data Integration:** Some DOOH systems can collect and use data to enhance targeting and measurement, integrating sensors and other data collection while striving to be privacy-compliant.
- Placement Variety:** DOOH screens can be found in various locations, including stores, public transport hubs, outdoor areas, and more.
- Audience Targeting and Contextual Relevance:** Contextual relevance can be enhanced by targeting parameters such as:
 - 1st Party Data
 - 2nd/3rd Party Data
 - Venue / Environment
 - ZIP/Address/LatLong/Screen ID
 - Daypart and Schedule
- Programmatic Buying:** While not a core requirement, DOOH ads can be planned, bought, and sold programmatically (via either a point solution DSP dedicated to DOOH or an omnichannel DSP).

Venue Subcategories (from OpenOOH taxonomy):

- Transit:** Airports, Buses, Taxis & Rideshare TV and top, Subway, Train Stations, Ferry
- Retail:** Fueling Stations, Convenience Stores, Grocery, Liquor Stores, Mall, Pharmacies, Parking Garages
- Outdoor:** Digital Billboards, Urban panels, Bus Shelters
- Health & Beauty:** Gyms, Salons, Spas
- Point of Care:** Doctor's offices, Veterinary Offices
- Education:** Schools, Colleges and Universities
- Office Buildings:** Elevators, Lobbies, Break rooms



- 8. Leisure:** Recreational Locations, Movie Theaters, Sports Entertainment, Bars, Casual Dining, QSR, Hotels, Night Clubs, High-end dining
- 9. Government:** DMVs, Military Bases, Post Offices
- 10. Financial:** Banks, ATM's
- 11. Residential:** Apartment Buildings and Condominiums

DOOH & Retail Media

The line between Digital Out of Home (DOOH) and in-store retail media has become increasingly blurred, and it's less about where the screen is located and more about the data and strategy behind the ad buy. Traditionally, the key difference has been that retail media leverages a retailer's first-party data to enhance targeting and measure sales attribution, while DOOH was thought to operate without that level of detailed data. However, this distinction no longer holds firm, with abilities to measure in-store and DOOH similarly via uplift. DOOH campaigns can now integrate 3rd party data to close the loop on sales, making the separation between the two more about the strategy than the screen itself.

In practice, the same screen in a retail environment could be used for either purpose, depending on how it's integrated into the broader media strategy. For instance, an ad on a digital screen at a gas station could be classified as DOOH in one campaign and as retail media in another, depending on whether the retailer's first-party data is used. The defining factor is whether the campaign uses data to connect with consumers on a more personalized level, such as leveraging purchase histories or loyalty information, which tilts it toward retail media.



This crossover means the two channels are not mutually exclusive. A screen inside a store may be DOOH, but when retail data is applied, it could fall under retail media. This strategy-centric approach is becoming more common as brands look to blend the mass reach of DOOH with the precision of retail media, leading to a more seamless integration of both methods in media planning. The result is a broader and more flexible use of digital screens, depending on the specific campaign goals.

What DOOH Is Not:

- 1. Personal Devices:** Advertisements on personal devices (mobile phone, laptop, smartwatch, etc.), even outside the home, do not count as DOOH.
- 2. Static Signage:** Traditional static billboards or static signs with QR codes do not qualify as DOOH, as they lack dynamic content and limited targeting capabilities.
- 3. In-App Advertising:** Ads served within mobile apps are considered mobile advertising, not DOOH.
- 4. In-store Audio:** DOOH uses large digital screens or interactive displays to deliver visual ads, while in-store audio is a purely auditory format.
- 5. Broadcast or cable TV:** broadcasts viewed away from home (Nielsen OOH TV ratings are often confused with DOOH).