

**OUTFRONT/**

# **BILLBOARDS** TO DASHBOARDS

HOW OUTFRONT MEDIA IS USING OAC TO  
ANALYZE MODERN MARKETING

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OUTFRONT MEDIA

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VLAMIS SOFTWARE SOLUTIONS

SEPTEMBER 17, 2019 | SAN FRANCISCO, CA



# OUTFRONT MEDIA

- / ONE OF THE LARGEST OOH COMPANIES IN NORTH AMERICA
- / CONNECT BRANDS WITH AUDIENCES
- / LEVERAGING THE POWER OF TLC TO DELIVER IMPRESSIONS

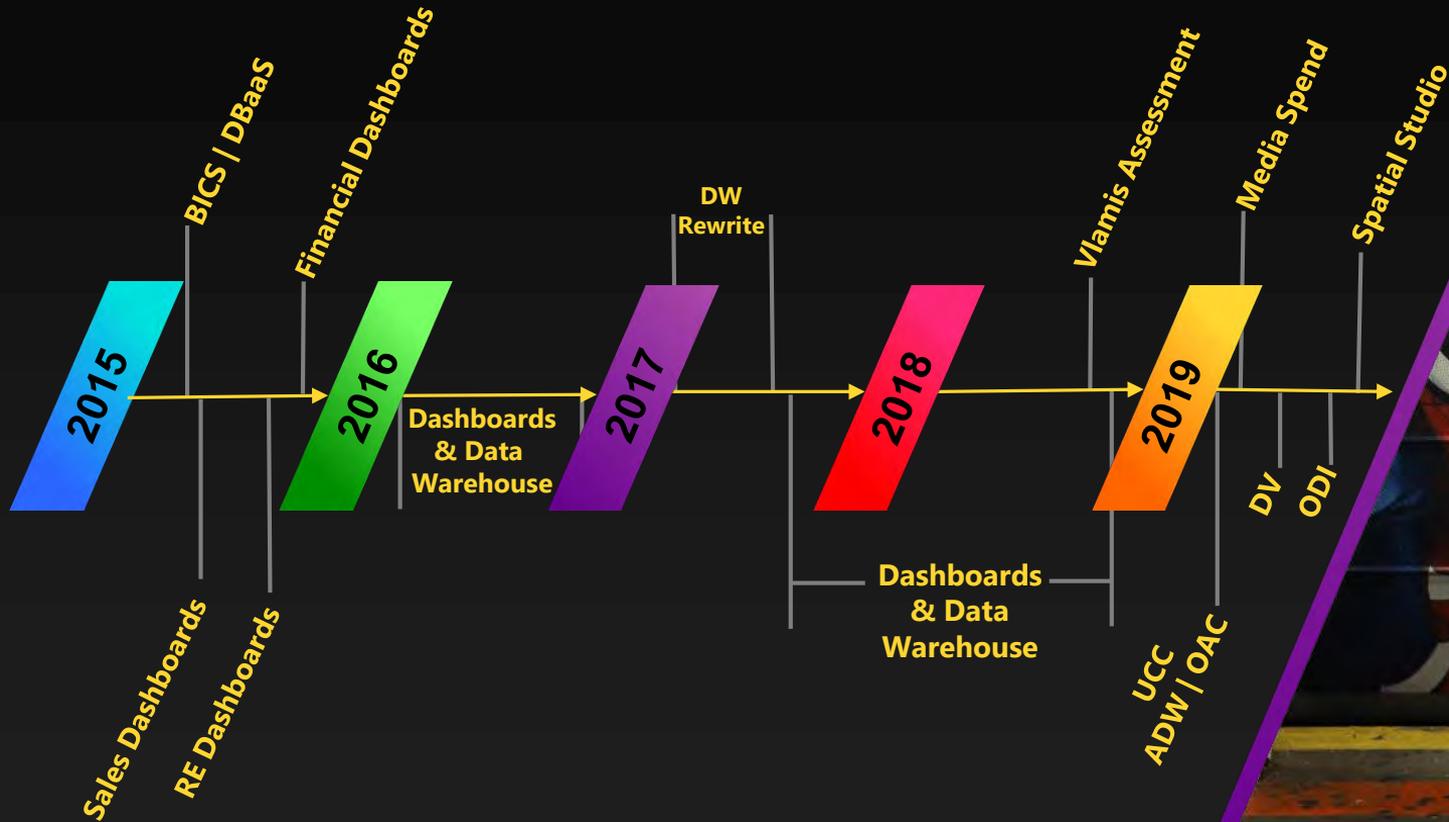


# **OUTFRONT** BRAND VIDEO

# VLAMIS SOFTWARE SOLUTIONS



# ANALYTICS MILESTONES

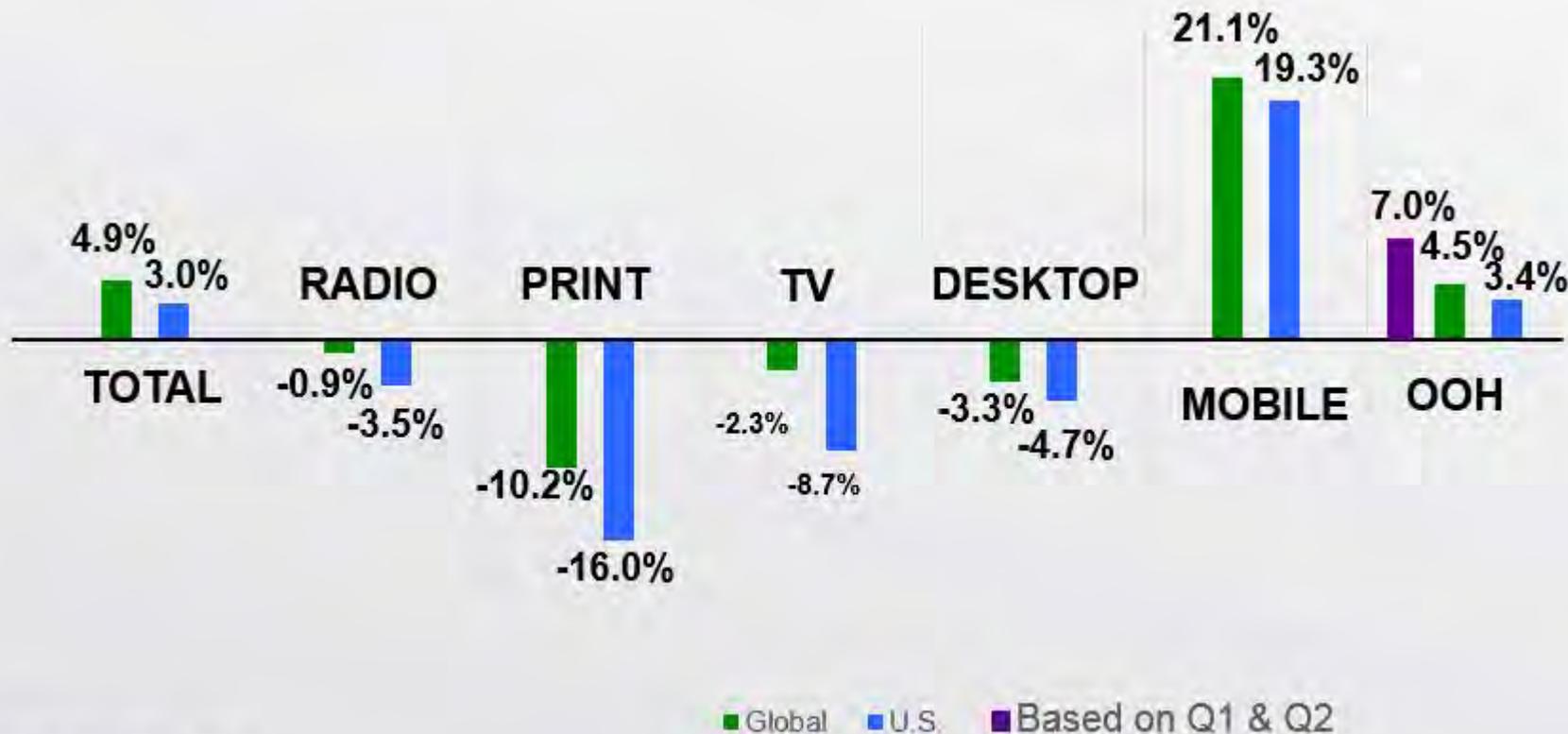


# MODERN MARKETING ANALYTICS NEED

- / CHANGING MEDIA LANDSCAPE
- / OUTFRONT AS A MEDIA PARTNER
- / TECHNOLOGY AND DATA INVESTMENT



# 2019 AD SPEND FORECASTS



# CHALLENGE

- / ANALYZE MEDIA SPEND DATA BY DMA
- / HIGHLY MANUAL EXERCISE
- / LIMITED BY EXCEL DATA LIMITS



# 2019 GOALS

- / ON DEMAND SEARCH FOR CATEGORIES, ADVERTISERS, AND MARKETS
- / IDENTIFY LOCAL AND REGIONAL ADVERTISER TARGETS
- / NATIONAL ADVERTISER SPEND PROFILES
- / MEDIA MIX MODELS
- / HELP SALES 'CALL PLAYS'



# RAPID DEPLOYMENT

/ UCC CONVERSION EFFECTIVE 1/1

/ ACTIVATE SERVICES 1/2 ~ 15 MIN

/ CREATE ADW AND OAC ENVIRONMENT  
~30 MIN



# RAPID DELIVERY

/ 1/7 – PROJECT KICKOFF

/ 1/8 – 20 MILLION+ ROWS DATA

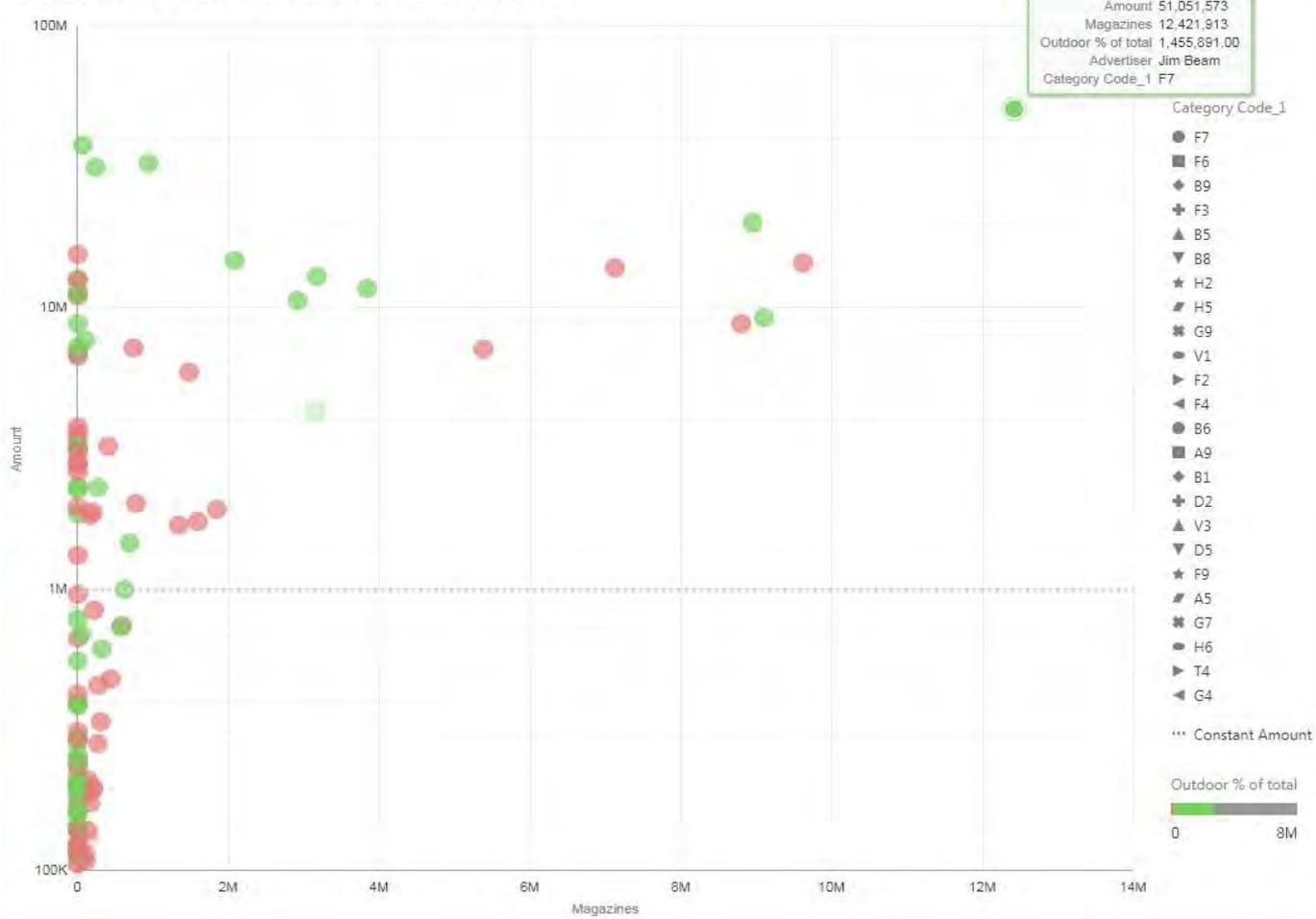
/ 1/9 – FIRST PROTOTYPE IN OAC

/ 2/11 – INITIAL RELEASE



- Advertiser
- Advertiser
  - Goslings
  - Grand Marnier
  - Grey Goose
  - Hangar One
  - Havana Club
  - Heaven Hill
  - Heavens Door
  - Hendricks
  - Hennessy
  - Henry's Hard Soda
  - Heritage Distilling Co
  - Herradura
  - Hornitos
  - Jack Daniels
  - Jagermeister
  - Jameson
  - Jeffersons
  - Jim Beam**
  - Jinro Soju Fine Korean Alcohol
  - Johnnie Walker
  - Jose Cuervo
  - Kahlua
  - Keel
  - Ketel One
  - Knob Creek
  - Kraken
  - Larteny Bourbon
  - Licor 43
  - Loch Lomond
  - Lunazul

Magazines, Amount by Advertiser, Outdoor % of total, Category Code\_1



# FUTURE OPPORTUNITIES

- / INTRODUCE ADDITIONAL DATA SOURCES
- / MEDIA MIX COLLATERAL FOR CUSTOMERS FROM OAC
- / DAY BY DAY FOR TARGETED ANALYTICS VIA MOBILE
- / MACHINE LEARNING
- / PREDICTIVE ANALYTICS

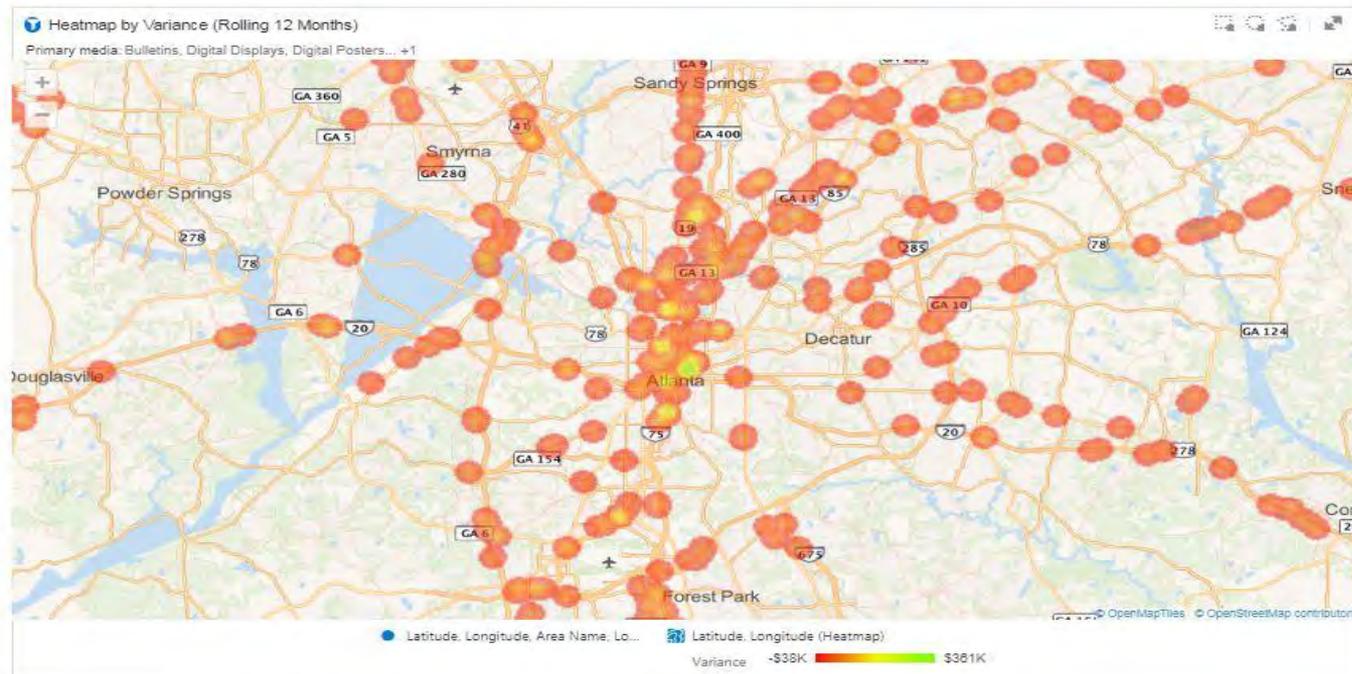


# ENHANCED MAP VISUALIZATIONS

- /// LOCATION CENTRIC BUSINESS
- /// DV HAS VASTLY IMPROVED MAP CAPABILITIES OVER BICS
- /// ENCOURAGES USERS TO EXPLORE DATA IN NEW WAYS
- /// SPATIAL STUDIO FOR ANALYSIS AND PREDICTIVE MODELING



# Contribution of Rent/Revenue % Details



For Trend: Right click on Location Code and select "Location Details".

## Rent/Revenue Details by Locations and Primary Media (Rolling 12 Months)

Location Code	Area Name	Location	Primary media	Num faces	Location Rep	Expiration status	Location status	Rent/Revenue Bucket	Rent amt	Revenue	Variance	Rent / Revenue %
01201.005775	Fulton County	I-75/85 S/O Pryor St Overpass E/S	Bulletins	1	Susan Fromm	CURRENT	In-Service	<=30%	\$0	\$170,357	-\$170,357	0.00%
01201.004445	Fulton County	I-75/85 W/O 14Th St W/S	Bulletins	2	Susan Fromm	CURRENT	In-Service	<=30%	\$48,482	\$217,410	-\$168,928	22.30%
01201.004999	Fulton County	Peachtree Rd E/O Grandview Ave E/S	Bulletins	2	Susan Fromm	EXPIRED	In-Service	30-60%	\$87,000	\$254,885	-\$167,885	34.13%
01201.004643	Fulton	W/L I-75/85 N/O	Bulletins	2	Susan Fromm	CURRENT	In-Service	30-60%	\$72,000	\$222,885	-\$150,885	32.30%

Market description: ATLANTA MARKET Primary media: Bulletins Location status: In-Service

# SPATIAL STUDIO

NATE\_HURRICANE\_2

← Back / Layer Settings

DIM\_BUILDING WITHIN  
DISTANCE\_50KM

Style Filter Interaction Legend

Render style Circle ▾

Basic

Radius Single value ▾ 5

Color Single color ▾ ■

Opacity

Blur 0

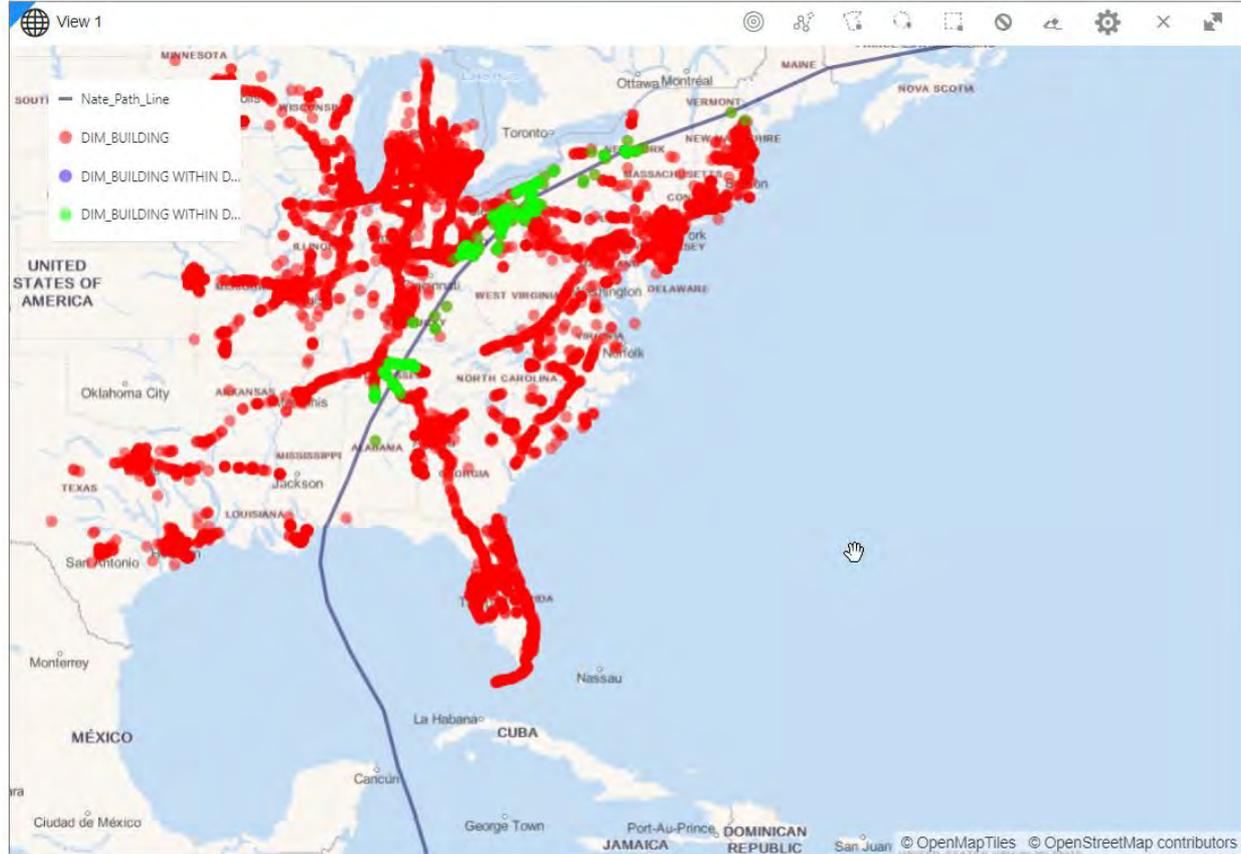
Stroke

Width 0

Color ■

Opacity

Pitch



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