

# A Guide for Advertising Decision Makers

## We Connect with Audiences and Deliver Outcomes

At Clear Channel Outdoor (CCO), understanding audience behavior is at the core of everything we do. As your Resource Partner, our data-driven solutions help us help you understand audience behaviors and travel patterns and ensure your message is delivered to the right audience, at the right time and place, with creative impact and measurable results.



Additionally, our data-rich solutions feature comprehensive profiles of 1,500+ audience segments, making it easy for you to engage audiences with shared characteristics. Strategically applying our industry-leading consumer insights against your key marketing goals is one of the many ways we deliver value and ROI to you.

Now that consumers are once again out and about with their mobile devices in tow, we have proven solutions to help you reach your audience in the moments that matter the most. Moments along their journey that are ripe with opportunities to drive consumers to purchase, research, share or otherwise interact with your brand.

### We deliver innovative and effective solutions through a combination of:

- Digital and printed outdoor ad placements that efficiently reach more than 91% of the adult population across our 28 top DMAs each week <sup>1</sup>
- Creative expertise and capabilities to develop messages that tell brand stories with scale and impact unmatched by other media
- Digital media capabilities that allow for dynamic, data-driven campaigns that can be updated in real-time
- Audience retargeting with mobile and digital ads after consumers have been exposed to OOH messaging
- Industry-leading attribution solutions to measure campaign outcomes and provide actionable insights to drive even better performance

# OOH Powers Brands By Engaging Audiences

## Connect with Consumers

Consumer behavior has changed. Millions of households continue to cut cable cords in favor of ad-free streaming services.<sup>2</sup> In addition, many people report experiencing computer fatigue due to working remotely and/or navigating virtual school.<sup>3</sup> So now more than ever, marketers are tasked with finding the best way to reach their audiences. OOH remains an effective option. It's a medium that can't be turned off, it's highly targeted and it offers unlimited creative ways to attract consumers with visually impactful messages. CCO can help you reach the right consumer at the right time, based on audience segments, proximity to your key locations, specific neighborhoods, and other key demographic characteristics.



## Influence Behavior

Engage your audience and give them the information they need to locate your business. That's one of the most tried and true uses of outdoor advertising. In fact, 65% of consumers who saw a billboard ad took action by searching online for a brand, visiting a website, stopping by a retailer or restaurant or posting on social media.<sup>4</sup>



## Drive ROI

Garner the greatest ROI with your media dollars. OOH media continues to deliver more online activity per ad dollar spent, compared to television, radio, newspapers and magazines.<sup>3</sup>

<sup>2</sup> Fortune Magazine, 9/21/20; <sup>3</sup> OAAA Harris Poll, 2/23/21; <sup>4</sup> Nielsen OOH Online Activation Study, 2017.



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## Spark Social Activity

OOH is an Instagrammable medium. Keep your brand and your key messages top of mind when consumers are engaging their mobile devices. One in four Americans have posted an image of out-of-home on Instagram.<sup>3</sup>

## Activate Multi-Platform Campaigns

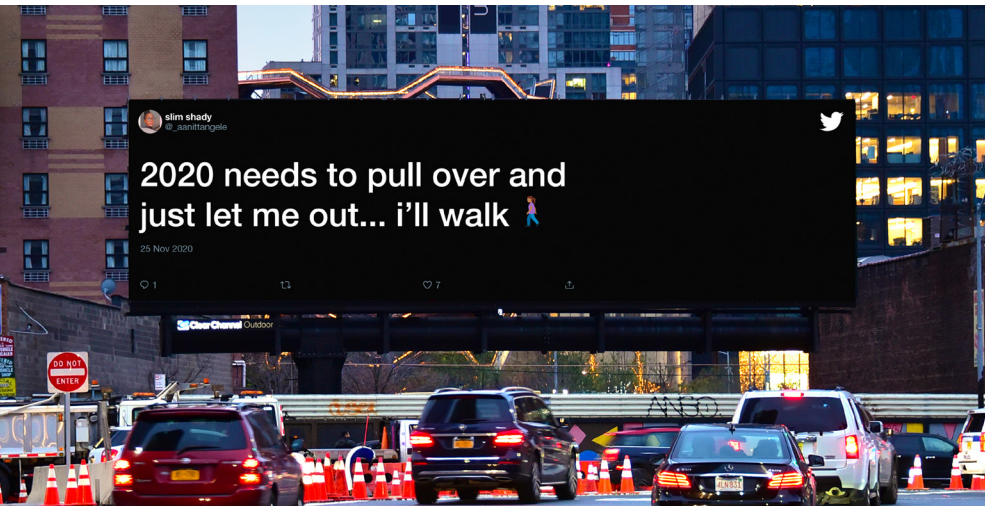
Printed displays provide a strong foundation for campaigns and deliver efficient reach and frequency. Digital screens can offer relevant calls-to-action as well as the ability to change and update messaging with speed. To further amplify campaign impact, include mobile ads in the mix. They can retarget audiences and encourage continued interaction with your brand. Used in concert, print, digital and mobile are an effective combination. Campaigns that combine OOH ads with mobile ads and coordinate creative between the two can see response rates 3X industry benchmarks.

## Captivate A Market

When you want to “own” a market, a CCO digital takeover is the answer. We can coordinate ALL our digital signs in a market to run messaging simultaneously. That synchronized activation showcases your message across an entire area and often sparks earned and social media for the event. For an even bigger splash, you can supplement a digital takeover with targeted use of printed OOH displays.



# Digital Innovation is Our Strength



## Social Content & Context

Photo and messaging content from a range of social media platforms can be easily integrated into digital OOH ads. Advertisers can dynamically update OOH ads and leverage social activity and messaging across consumers' daily journeys. All content is monitored to ensure a brand-safe environment and a positive brand experience.

## Data Integration

We can link to your point-of-sale transaction or other first-party data to showcase products you want to highlight or dial back promotions that are ending. Service providers can highlight wait times or other performance metrics that would encourage consumers to use their services.

## Fresh Creative

You can manage your creative through Outdoor Connect, CCO's easy-to-use content management platform. Or, if you like, we can handle it for you. Either way, as your campaign develops, we make it easy to maintain relevancy.

## Programmatic Buying

In addition to buying digital billboards traditionally, our digital inventory can be purchased programmatically via integrations with 20+ omnichannel DSPs. This allows for real-time data to inform when and where your ads run as well as the opportunity to employ dayparting strategies, optimize budgets across geographies and pivot campaigns at a moment's notice.

## Copy On-Demand

Data feeds can be used to trigger myriad copy changes, allowing advertisers to deliver the right message at the right time, at scale. Updates to messaging can be made dynamically based on the time of day, the day of the week, the temperature, the speed of traffic and more.





# Campaign Planning & Measurement is Our Advantage

OOH is measurable, just like other media. With CCO RADAR, our suite of data-driven solutions, we can help you plan, amplify, and measure your OOH campaigns.

## RADARView®

Leverages anonymous, aggregated mobile location data to understand consumers exposed to OOH and where they go along their daily journeys. With the 1500+ audience segments we have in RADARView, we help advertisers plan the best OOH locations to reach their targets.

## RADARProof®

Measures campaign effectiveness on a variety of KPIs and optimizes for future campaigns. This solution allows us to track campaign impact on Web Conversions, App Downloads, In-Store Visits, Brand Sentiment and more.

## RADARConnect®

Extends campaign reach by retargeting audiences with mobile and digital ads, after they've been exposed to OOH messaging.

## RADARSynce® (BETA)

Integrates your customer data with data of exposed OOH audiences, offering highly customized solutions to measure, plan and optimize OOH campaigns as part of the media mix.

CCO provides case studies across multiple categories that demonstrate how OOH drives results and ROI. We can measure many KPIs, including:

### QSR



Increases in Restaurant Visits

### WEB



Web Conversions

### RETAIL



Growth in Product Sales

### CPG



Brand Awareness/Purchase Intent

### AUTO



Increases in Dealership Visits  
Vehicle Sales

### APP



App installs/downloads

# We Take a Consultative Approach to Partnership



## Marketing Expertise

Each CCO region has a Regional Marketing Team staffed with strategists who assist customers with local research, competitive analysis, ideation, and campaign planning. Coupled with our Corporate Integrated and Marketing Solutions Teams, we help clients best leverage our unique OOH capabilities. We're available to assist clients with analysis and measurement, including applications of Clear Channel's proprietary RADAR platform, along with a broad range of research tools, including Geopath, 2020 Census Estimates, Scarborough, MRI-Simmons, Kantar, Telmar, and eMarketer.

## Buying Flexibility

Transactional excellence is what we strive for at CCO. To that end, we make buying OOH easy for you. We have a dedicated programmatic team that operates in lock step with our direct sales team. Our Programmatic OOH Private Marketplace solution offers a flexible way of buying OOH media and delivering messages at scale. Together, our Sales, Marketing and Creative Teams can help you determine the inventory locations, creative messaging and pricing approach that works best to deliver value for your printed and digital campaigns.

## Creative Solutions

CCO is an industry leader in helping advertisers create and pivot campaign messaging. With a centrally located full-service Creative Team and five regional creative hubs across the U.S., we develop speculative art, design creative campaigns, and provide advice on best practices for the OOH medium. By tapping into our Creative Teams, customers leverage decades of experience and expertise in effective OOH communication.

As well, we maintain the second largest archive of OOH imagery in the U.S. All assets are digitized and housed on our proprietary MediaHub platform. Containing more than 150,000 curated, high-quality images of OOH campaigns dating back to the early 20th century, we can share our assets with customers seeking current and/or historical OOH executions by specific brand, vertical or type of OOH media.



Let's Plan Your Campaign. [Click Here](#) to Reach a Salesperson.