

Your Guide to

Digital Out-of-Home Advertising in the UK and Europe



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Programmatic DOOH Versus Traditional OOH

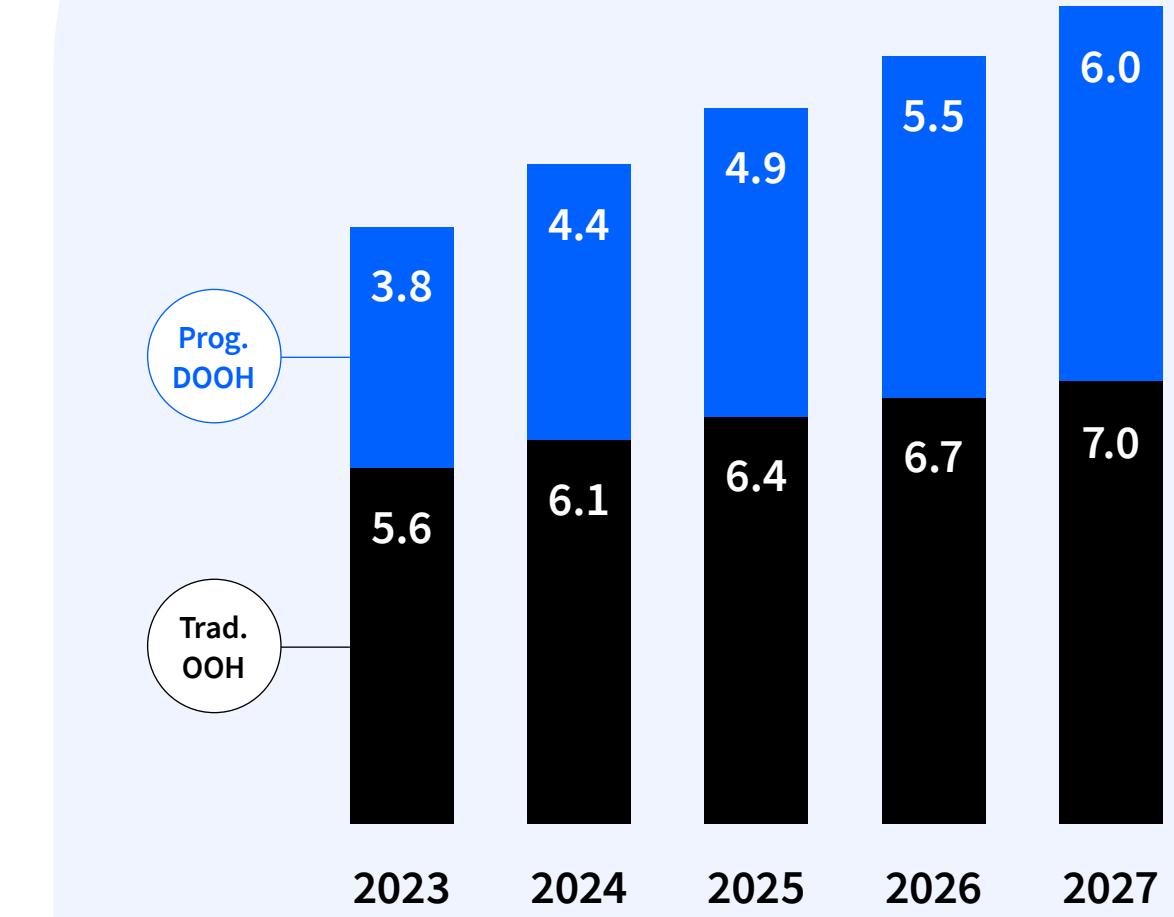
Ads outside the home have been around for centuries. But over the past few years, this channel has become more precise and effective at reaching audiences in a hyper-targeted way.

The offline advertising industry has been embracing technological innovations that make it possible for this channel to offer the advantages that come with other programmatic advertising channels, like precision-based targeting and enhanced traffic data. These are features that weren't possible in the past.

Advertising outside of the home is known as "out-of-home," and when there are digital elements to the advertising, it is "digital out-of-home" (DOOH). Today, DOOH is one of the fastest growing channels in advertising.

EMEA Outdoor Advertising Spend

2023–2027 (In Billion US Dollars)



What is DOOH?

Digital out-of-home (DOOH) is any digital advertising that is found outside the home, and in a public environment. The classic example of a DOOH ad is an ad run on a billboard in Piccadilly Circus. But the reality is, you can run DOOH campaigns in a variety of formats and sizes, and in various public environments.

Here are some examples of DOOH ads you may have encountered in your own daily life:

- Roadside billboards of upcoming petrol stations and rest stops on the motorway.
- Digital screens displaying clothing ads inside taxis.
- Directory screens at shopping centres advertising restaurants in the food court.
- Digital screens at airports displaying tour operator ads.



Programmatic combined with DOOH allows you to make more efficient and strategic out-of-home media buys. This enables you to seamlessly integrate DOOH media into your multi-channel marketing strategy.

Trends in DOOH

67.4%

Programmatic DOOH is expected to account for 67.4% of total OOH spend in the UK in 2024.

76%

Of DOOH viewers reported taking an action after seeing an ad, such as watching a video (38%), visiting a restaurant (36%), or going to a store (29%).

\$3.85B

The European DOOH advertising spend is valued at \$3.85 billion in 2024.

\$49.8B

The global DOOH market is set to reach nearly \$49.8 billion USD by 2032, exhibiting an 11% annual growth rate (CAGR) between 2023–2032.

55%

In Europe, 55% of Gen Z consumers say that dynamic content similar to that of DOOH ads grabs their attention, underscoring a notable trend in advertising effectiveness within this group.

9.21%

The DOOH market in Europe is anticipated to display an annual growth rate (CAGR 2024-2029) of 9.21%, leading to a projected market volume of US\$5.98bn by 2029.

DOOH has become one of the fastest growing programmatic channels, with global expenditures projected to amount to \$45 billion USD by the end of 2024.

Programmatic DOOH Versus Traditional OOH

The traditional out-of-home (OOH) market has faced challenges, such as a fractured buying ecosystem, little-to-no automation, and a lack of data across both targeting and measurement. With DOOH, it is no longer a tedious buying process or a shot in the dark based off location only.

Programmatic combined with DOOH allows you to make more efficient and strategic out-of-home media buys—enabling you to easily integrate DOOH into your multi-channel marketing strategies.



Programmatic DOOH

- You can activate quickly.
- Flexibility to switch creatives.
- Ability to measure and report on campaign success.
- Real-time messaging.
- Purchase multiple slots within a single loop.
- Ads can be dynamic.
- Possibility to run video.
- Eye-catching with interactive capabilities.



Traditional Static OOH

- Slower activations.
- Static creatives.
- No ability to measure and report on success.
- Longer-term commitments.



Benefits of DOOH Advertising

Here are 5 of the major benefits of DOOH advertising:

- 1 DOOH ads appear in the right place, at the right time.
- 2 Programmatic platforms make it simple to purchase DOOH placements.
- 3 Ads on DOOH can engage your audience in exciting ways.
- 4 Target the right audiences, outside of their homes.
- 5 Measure and report the results of DOOH campaigns.

BENEFIT 1**DOOH ads appear in the right place, at the right time.**

DOOH ads are served in especially relevant environments, in terms of time and place. This makes it possible to leverage DOOH as a contextual solution.

By reaching your target audience in contextual environments, like on digital signage at the shopping centre, in elevators, or at the petrol station, you can reinforce your brand's messaging, in the right moments.

BENEFIT 2**Programmatic platforms make it simple to purchase DOOH placements.**

Programmatic automates the buying and delivery of DOOH advertising on digital billboards and other signage. This means that you can buy and manage your DOOH campaigns through your programmatic platform.

You're able to set specific conditions, like how, when, and where your ad will be seen. When those conditions are met, ad space is purchased, and the ad is delivered automatically. You can plan your DOOH campaigns based on budget allocation, venue type, or location-based targeting criteria across multiple screens, all in a single platform.

BENEFIT 3**Ads on DOOH can engage your audience in exciting ways.**

DOOH ads can be served to audiences in locations like airports or transport hubs. Using DOOH to entertain with games and competitions or share interesting information can be a powerful way to build brand relationships with your audience, in moments when they're looking for entertainment.

You'll build brand awareness while also telling your message at scale by capturing your audience's attention with an ad that they can't skip over. For example, a restaurant chain that is inside an airport terminal can use DOOH to advertise their takeaway meals as the perfect preflight treat.

**BENEFIT 4****Target the right audiences, outside of their homes.**

DOOH can be leveraged to cast a wide net that reaches a broad audience, which is ideal for brand awareness. Or, narrow down the audience with targeting tactics, like with geotargeting and geofencing, to maximise your chance of a conversion.

For example, a CPG brand might run their ads on screens inside a grocery store, and near the point-of-purchase. This captures audiences who are in an ideal moment to convert. A DOOH ad could show a promotion for a new almond milk, for example. Shoppers who view that ad are in a position to pick up that almond milk that same day. This brings those shoppers directly into the conversion funnel.

BENEFIT 5**Measure and report the results of DOOH campaigns.**

A distinct difference between traditional OOH advertising and DOOH advertising is that DOOH offers the ability to reliably measure and report campaign results. Historically, OOH campaigns have been considered a black box for marketers that are looking for precise campaign metrics. But with DOOH, you can measure the results of your campaigns based on location data and analysis.



DOOH Ad Formats

There are 3 main formats for DOOH ads.

Selecting the right format will depend on where the ad will be placed, the creative, and messaging for the ad.



Large Format

Large format DOOH media is displayed in locations like highway billboards and bus stops. Like the name suggests, these billboards are generally large screens that are best viewed by pedestrians and street-level traffic.



Place-Based

Found in contextually relevant environments like shopping centres, gyms, offices, petrol stations, restaurants, taxis, and more. This format provides a unique opportunity to engage with consumers in a natural setting.



Point-of-Purchase (POP)

A subcategory of place-based inventory, POP signage is typically found in destinations like shopping centres, grocery stores, and retail stores. This ad format gives marketers the opportunity to influence the purchasing decisions of consumers while they're in-store.



How to Get Started With DOOH Advertising

- 1 Find out what the best locations are for reaching your target audience.
- 2 Consider the context in which your DOOH ads will appear, and use that context to personalise the messaging to your audience.
- 3 Diversify your creative DOOH formats with games, competitions, or messaging relevant to their location.
- 4 Keep your DOOH ads on brand by ensuring your brand name or logo is present throughout the ad.
- 5 Leverage this channel as part of a multi-channel campaign to build brand awareness and tell your message at scale.
- 6 Choose between static and video DOOH ads based on location. Video DOOH ads are better suited to locations where viewers are able to stop and watch.
- 7 Consider adding QR codes to eye-level static ads as a CTA to direct users to a specific web page.



Reach Audiences in the Real World

Whether you'd like to reach drivers as they sit in motorway traffic, or spark the interest of consumers as they wait to check out of the grocery store, DOOH has the potential to level up the performance of your multi-channel digital strategy. Leverage programmatic DOOH to engage your target audience in public spaces, driving brand awareness and engagement.

Ready to reach audiences in the real world?

[Book a Demo](#)



StackAdapt is a self-serve programmatic advertising platform used by the most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

For more information, visit stackadapt.com.