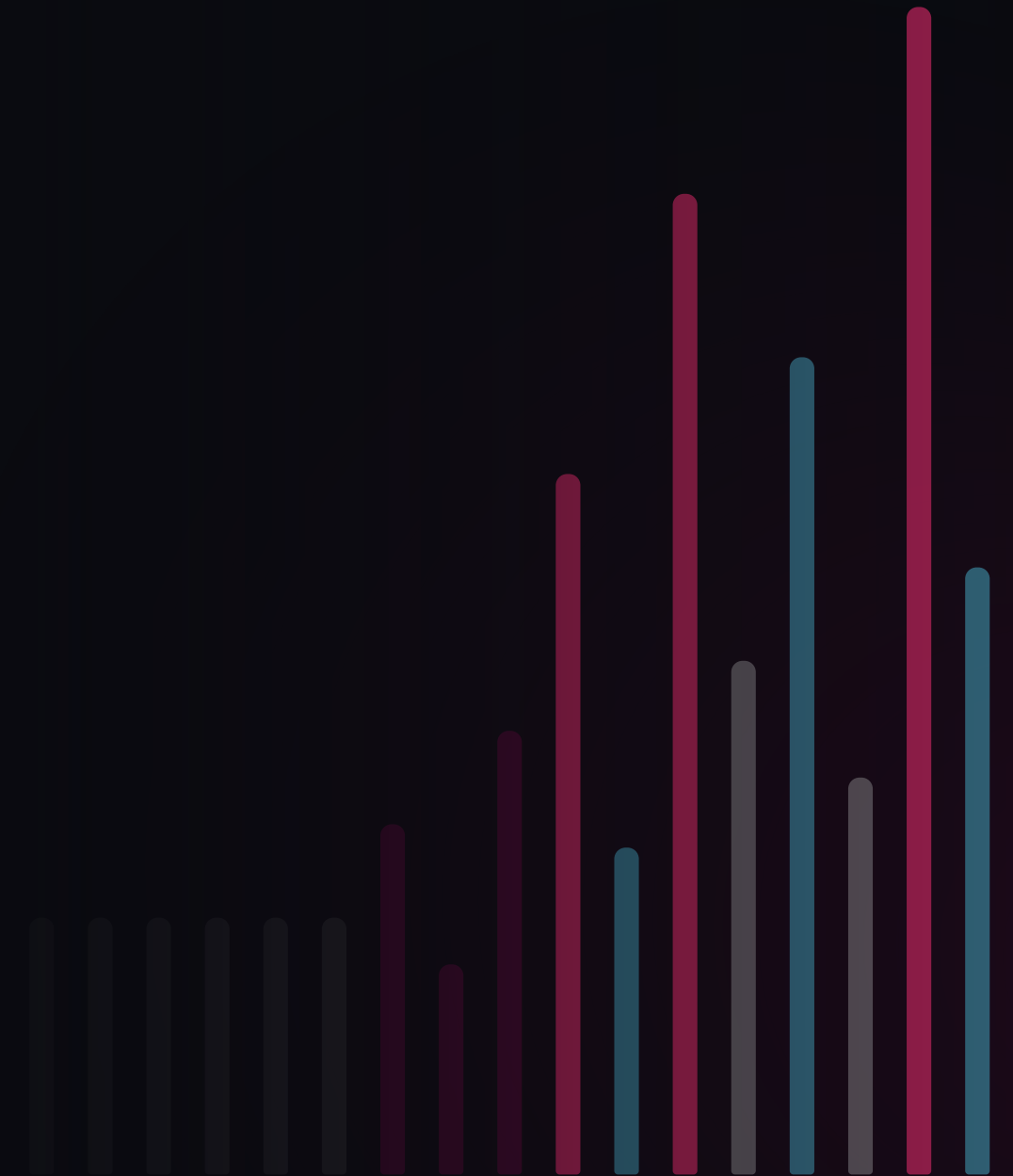


Unlocking the power of *OOH*.

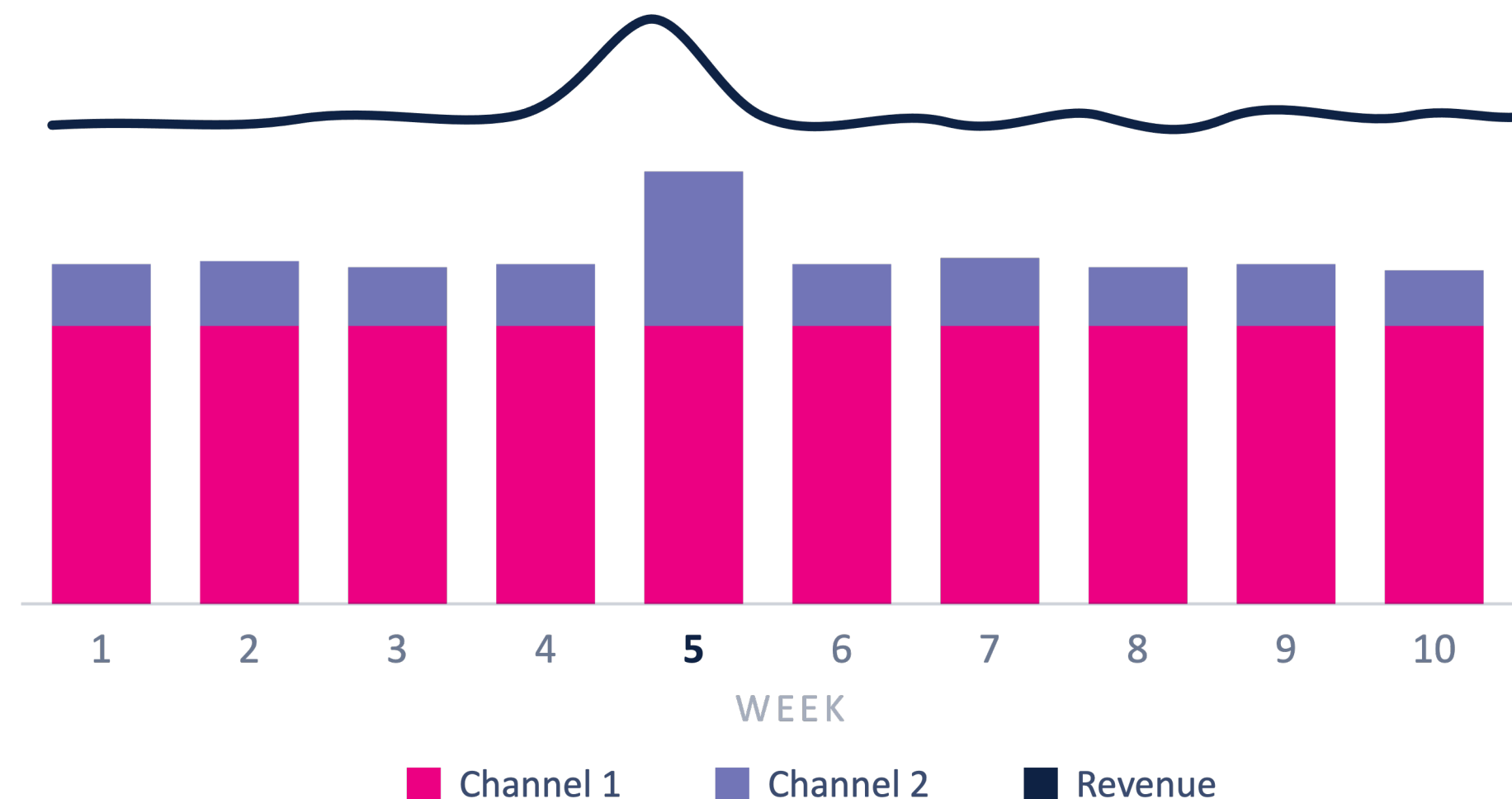
The lack of granularity is doing OOH & DOOH a disservice.
Here's what can be seen and what can be done...



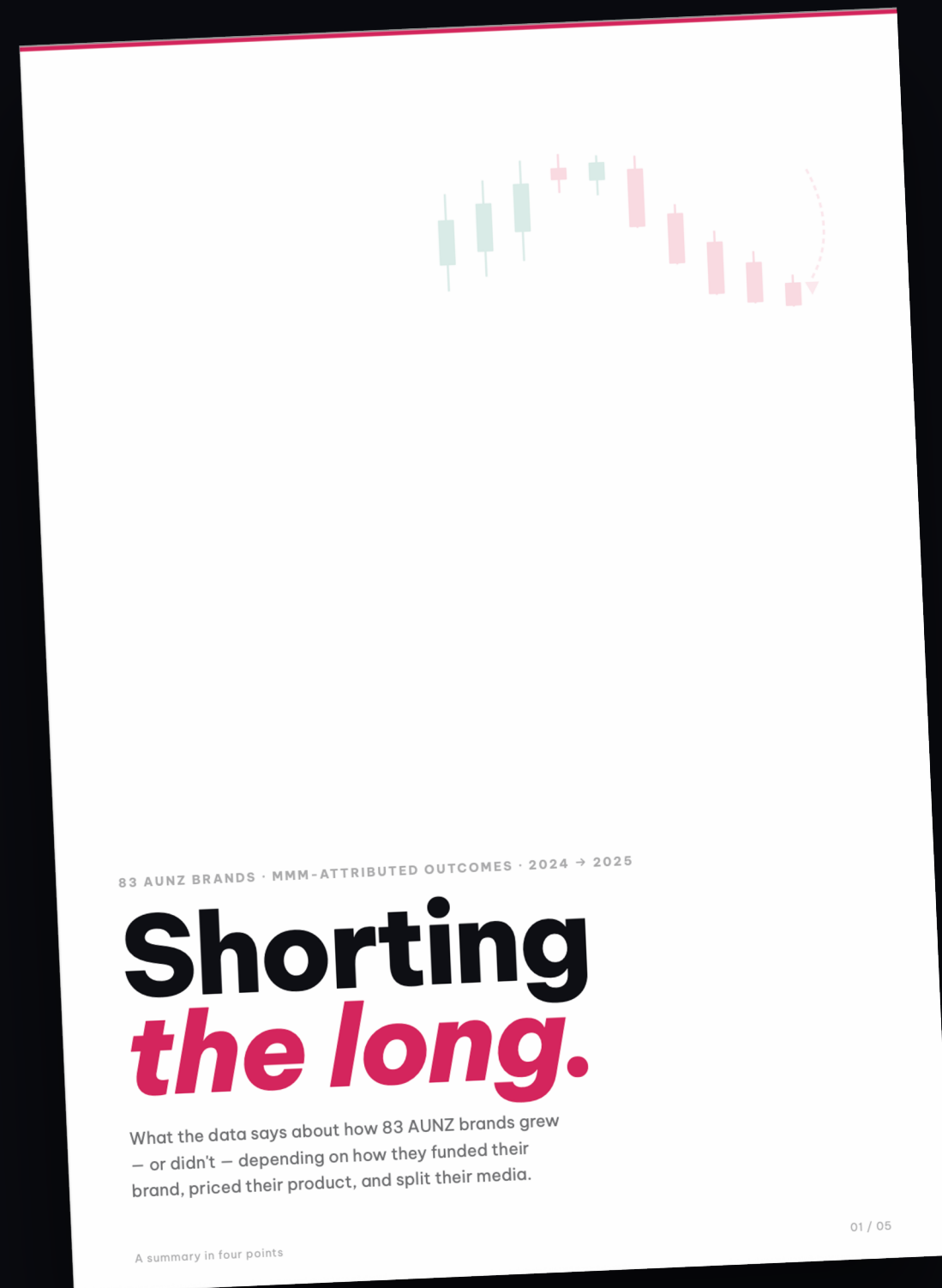
A QUICK REMINDER

MMM works by finding patterns in spend and sales data

Channel 2 spend spikes at week 5



Revenue spikes with it, allowing us to estimate incrementality



SHORTING THE LONG

Earlier in the year, we looked at investment trends & what's working in AUNZ

83

AUNZ brands, modelled on the same framework.

2

Years of data – 2024 and 2025, line item by line item.

All

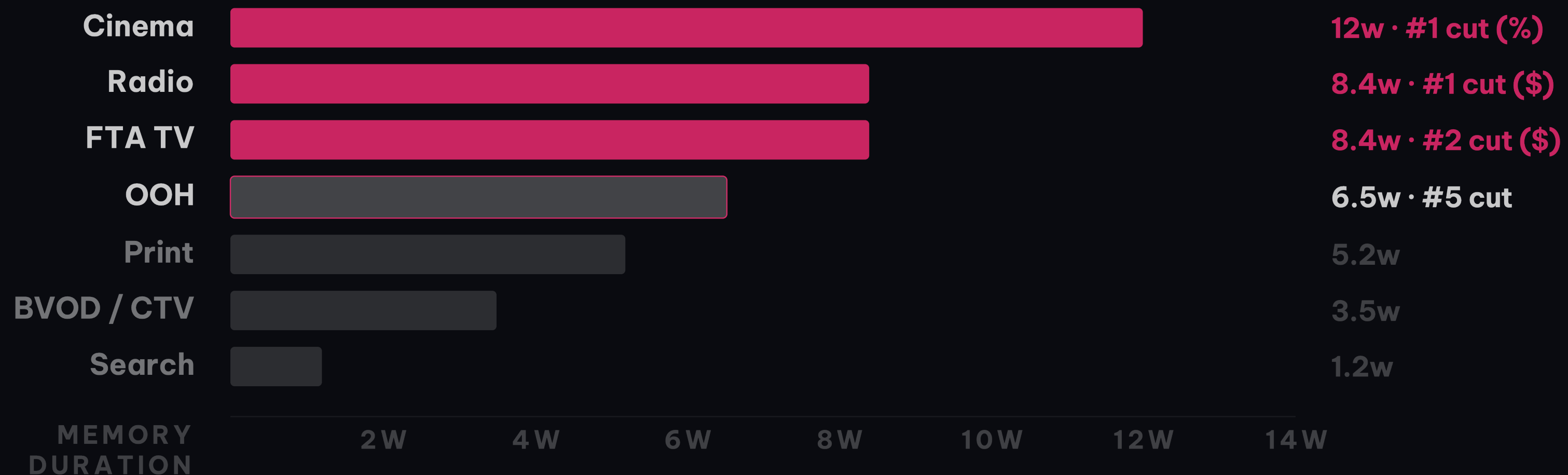
Major channels, judged on contribution to sales.

3

Questions – what is happening in market, where the money is moving, and where it is working.

WHAT WE FOUND

Brands are *shorting the long* – and OOH is one of the casualties



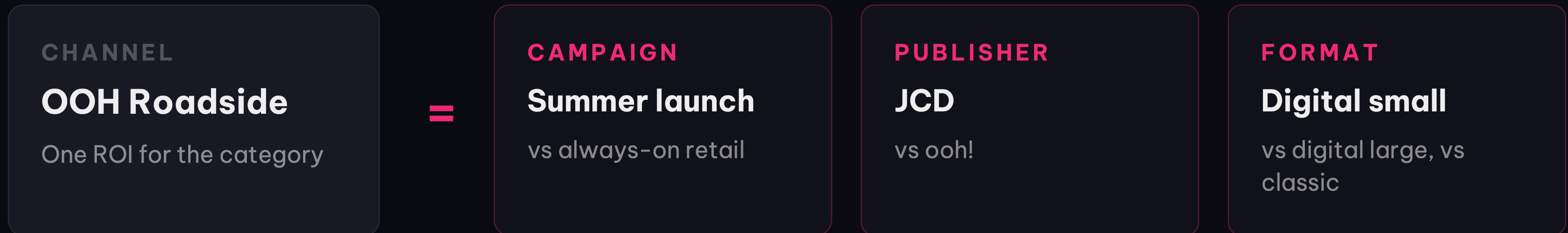
WHAT WE FOUND

OOH has dropped slightly YoY, but remains the third largest driver of sales.



GRANULARITY UNLOCKS DECISIONS

Our Campaign-varying model knows a channel is only the sum of the decisions inside it.



Most MMM stops at the channel. Ours is campaign-varying — it reads the attributes, so the gold is in the granularity, not the channel line.

THE GAP

One dollar in eight reaches the model with nothing attached.

88% Labelled – the model can separate it

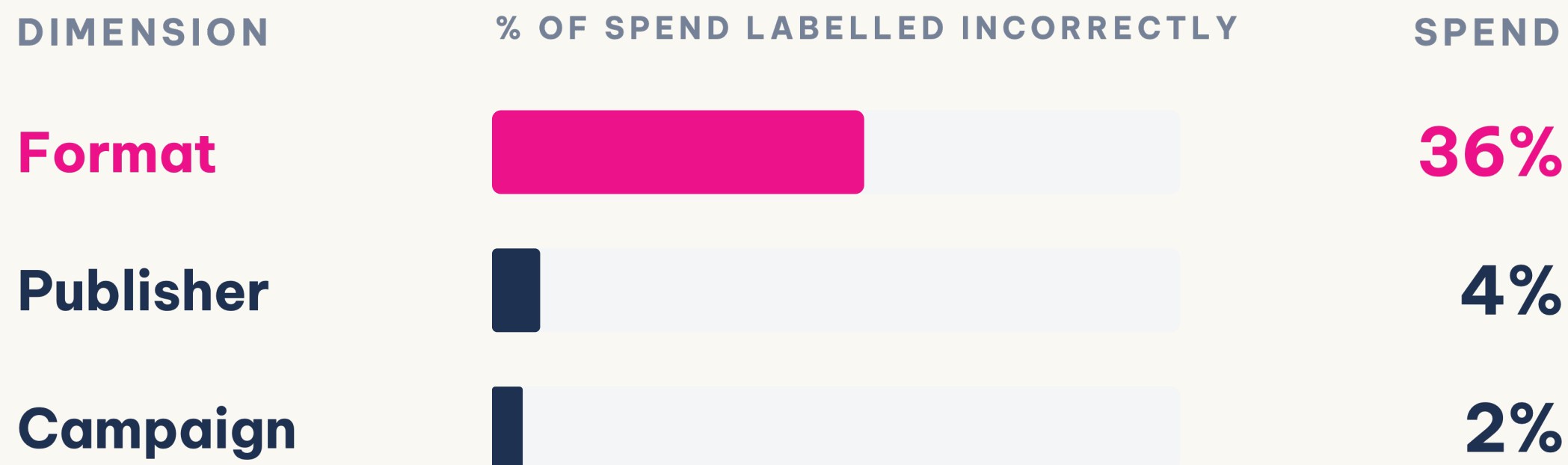
12%

UNLABELLED OOH SPEND

Not missing. Not excluded. Present in the spend file, and unreadable as anything other than "OOH" or "unlabelled".

WHERE THE GAP SITS

In Formats, 36% of spend is not getting the credit it deserves



Format — the field that separates DOOH & OOH is not consistent.

But, PDOOH is good right? Unfortunately, not. **61% of PDOOH formats are labelled as 'DOOH'**

That's **\$136m** across two years.

INSIDE THE MODEL

Unlabelled spend hides the impact — and shrinks the opportunity.

AS IT ARRIVES

Unlabelled

One coefficient, one ROI — and no detail underneath it to optimise against.

AS IT COULD ARRIVE

Transport

Roadside

Lifestyle

Retail

Street
furniture

Large Format

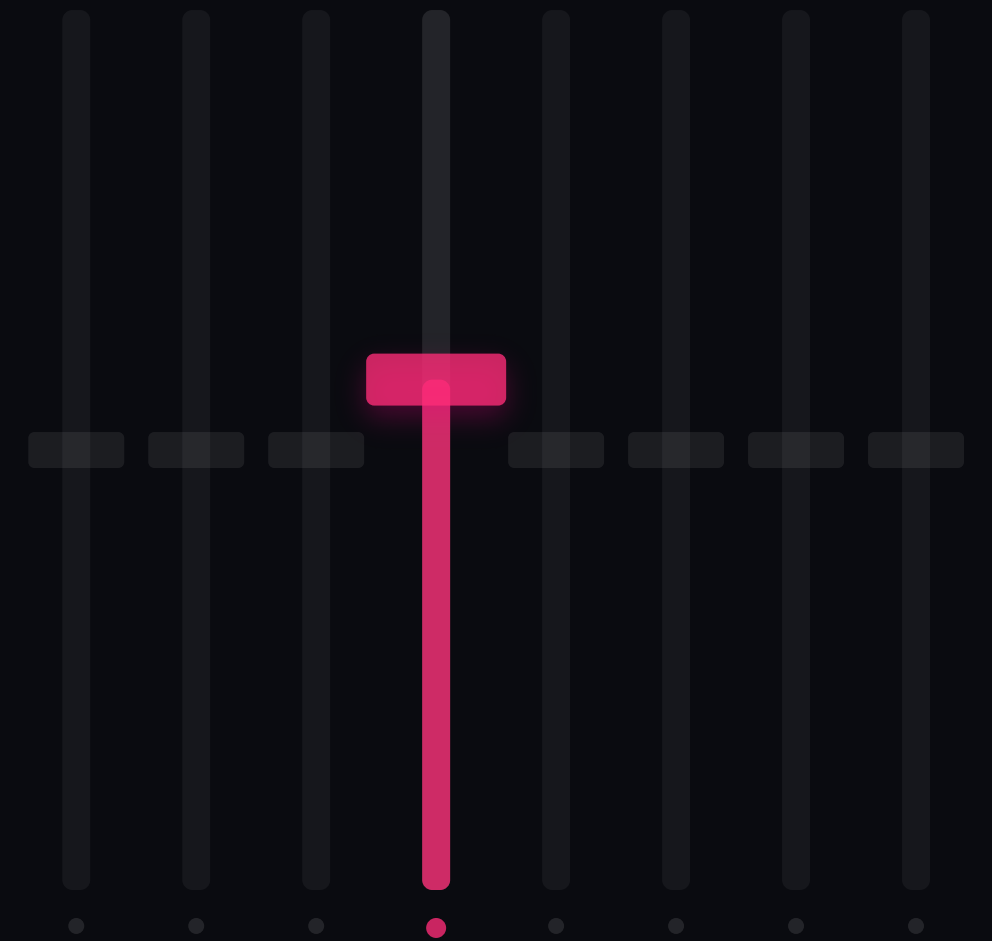
Vic

Brand
Campaign X

Eight coefficients — the granularity to dive deeper and pull the levers that drive change.

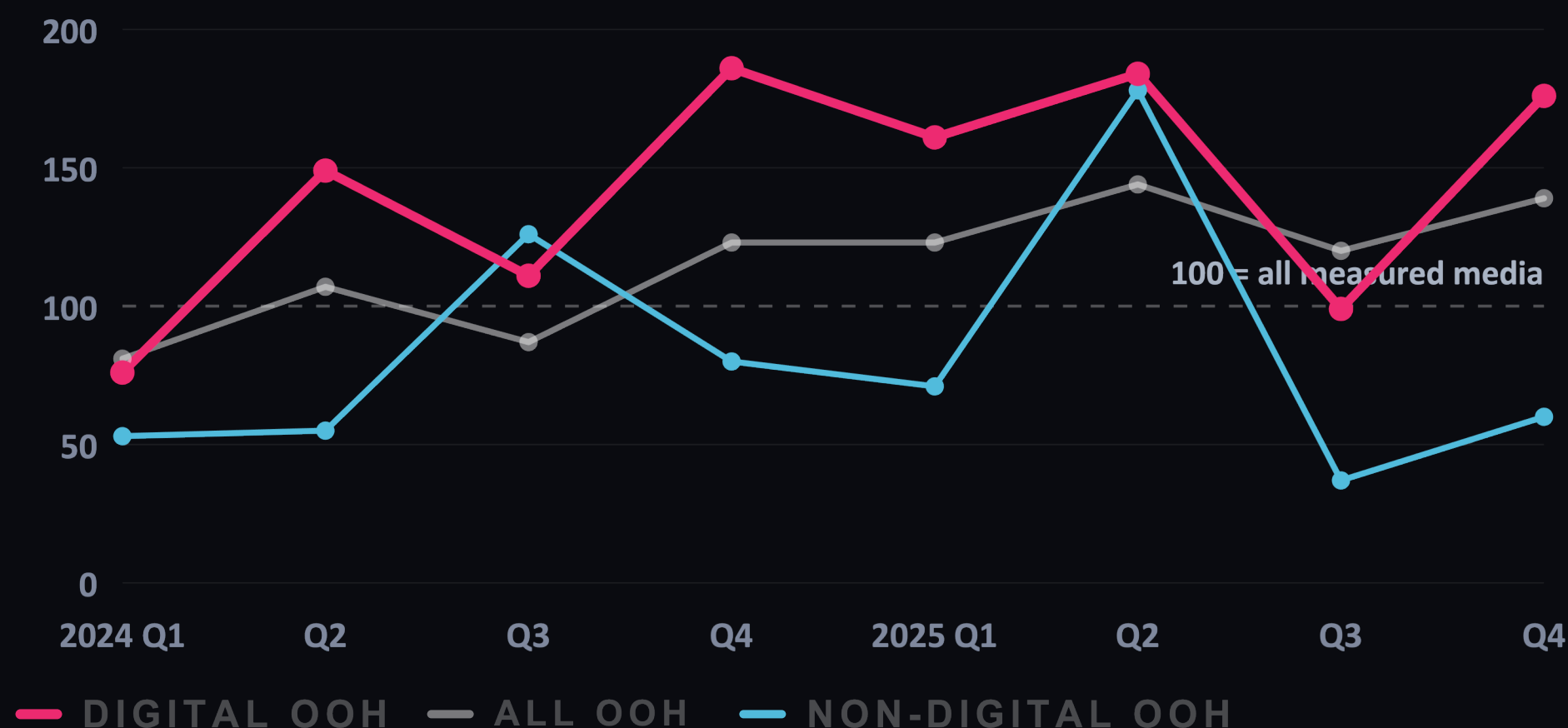
Without granularity there is **nothing to optimise.**

An unlabelled lump arrives indistinct. The model learns one number instead of the pattern inside it — so there is less to learn, less headroom to find, and fewer levers to pull.
A channel with no levers is **the easy thing to cut.**



WHAT GRANULARITY REVEALS

Labelled digital beats the average dollar of media.



23 %

OF OOH INVESTMENT IS DIGITAL
3% is PDOOH

7/8

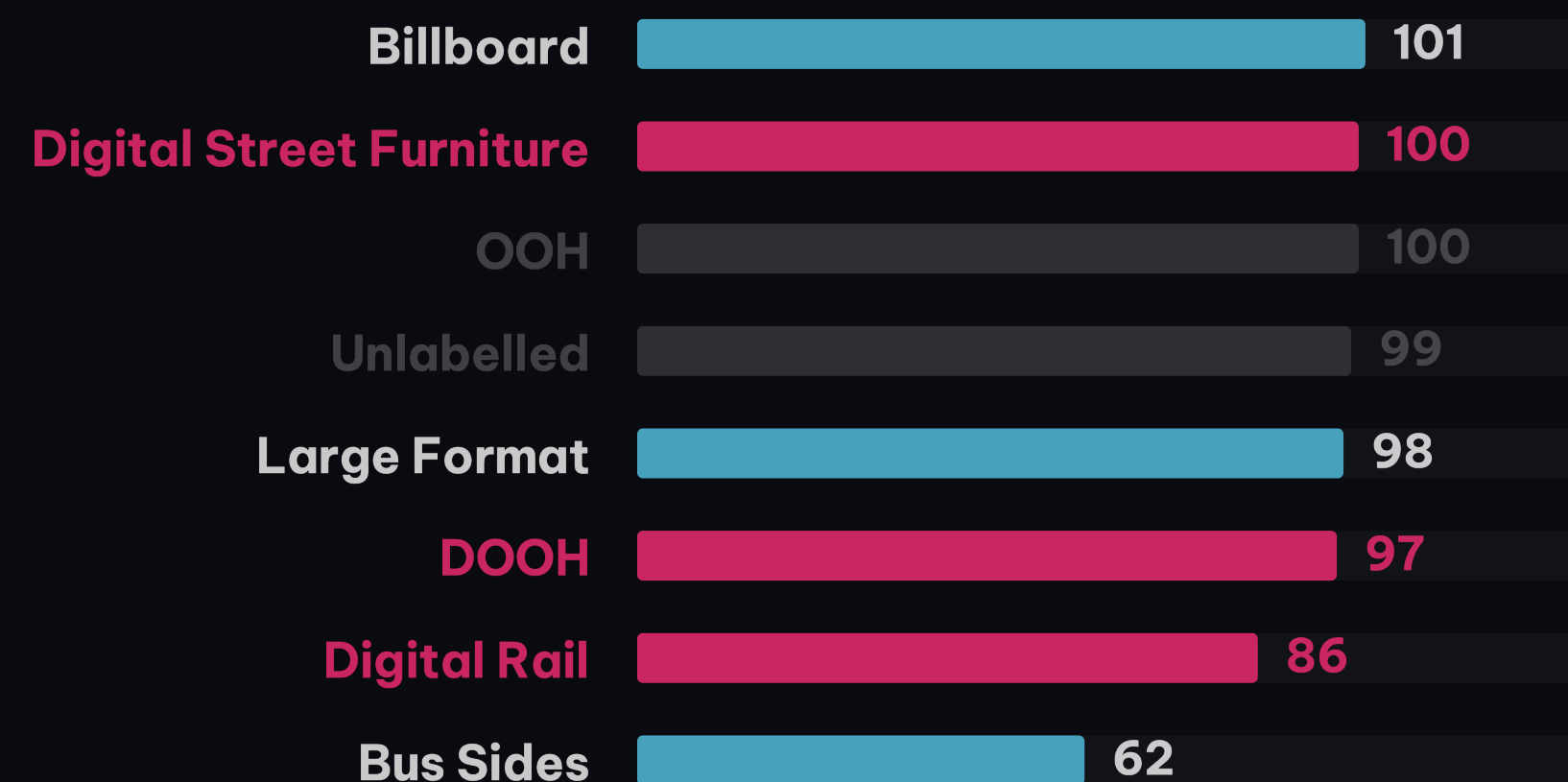
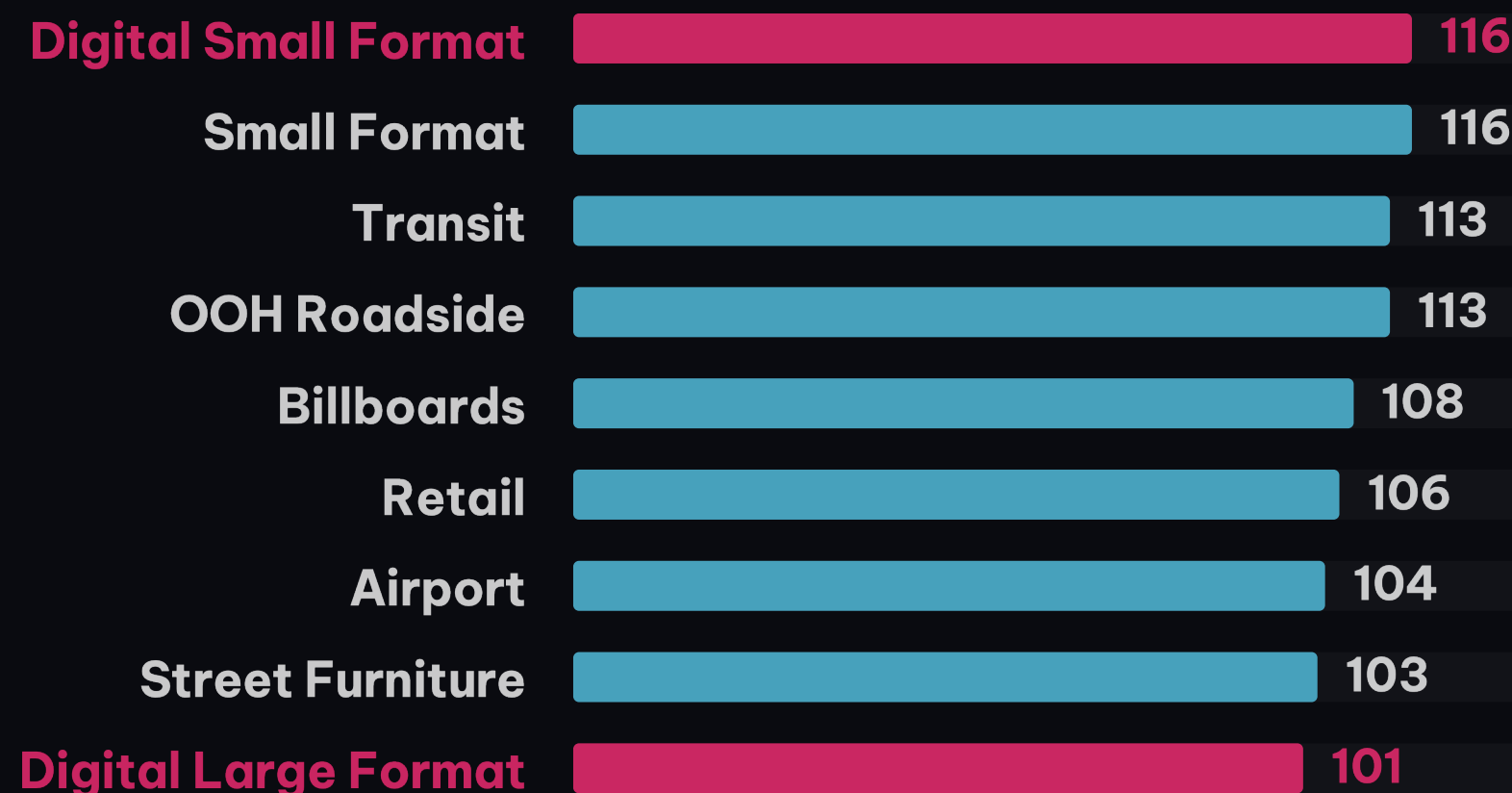
QUARTERS DIGITAL BEAT THE MEDIA AVERAGE

Averaging 130 in 2024 and 155 in 2025.
Non-digital OOH sat below average in six of eight, averaging 79.

WHAT LABELS REVEAL

The same goes for Formats, when labelled well we see Digital formats delivering above Static.

DIGITAL CLASSIC NO FORMAT



However, as you can see from above with a mixture of channel labels & DOOH as a single label – there's still room for improvement

IN SUMMARY

Ensure that labelling and granularity is done well, to unlock the true impact of DOOH & OOH

3rd

largest driver of sales — and the 5th most cut channel

36%

of Formats are incorrectly labelled.

12%

of OOH spend arrives as unlabeled.

\$136m

Of OOH spend we look after is not getting the credit it deserves!

Good data is the difference between **OOH defending itself with an average vs defending itself with evidence.**

THE SINGLE ASK

To deliver business outcomes, standardize measurement.
Build an MMM API

Per campaign, six fields. No audience data, no site economics – nothing the buyer doesn't already have on the invoice.

• GET /ooh/feed?cadence=weekly

creative_asset Which execution ran

format Classic · digital small · digital large

panel The specific placement

geo Market · region

spend Cost in market

advertiser The brand

WHERE THIS GOES

Labels today. Buying to sales outcomes tomorrow.

STEP ONE

A labelled feed

Format, publisher, creative, geo – weekly.



STEP TWO

Granularity for optimization

Contribution read at the attribute, not the channel.



STEP THREE

Biddable Outcomes

The sales signal feeds the buy – programmatic digital out-of-home optimising to growth, not proxies.

Better measurement only pays off when it feeds the decision – which takes clean data, independent signals, and the conviction to act on them.

THE TAKEAWAY



We don't want brands to
keep *shorting the long.*

Better inputs lead to sharper outcomes.