DooH | Facilitating the booking process is the trend

First additional question DBCI March/April 2013 for Digital-out-of-Home products and service providers:

„Ad serving platforms should facilitate the booking of DooH in the future, which functions do you valuate as important?"

- Agencies require mostly organizational support for the booking process and are therefore looking for easy-to-use basic functions
- Particularly an simple management tool for the advertising medium, listing the established KPI's is the main focus

Conclusion: Due to the fragmented DooH market the advertising agencies have the need for a facilitated booking process. The planning and management of advertising campaigns is still dominated by the traditional analog media like the poster, therefore the technical possibilities like campaign optimizing or real time vacancy management has to date only a marginal relevance for the media buyer.

very important | important | less important | not important

Multi client capability, campaign and booking history, inventory management

Invoice including reporting

Booking of the advertising medium and direct delivery of the campaign motive

Listing of all necessary technical media formats

Preparation of an offer for the planed campaign

Interactive plan optimizing

Comparison of different plan versions

Display live vacancy of selected advertising media

Easy –to-use selection of the advertising mediums by user designed categories like address, (Nielsen) region, target group, budget etc.
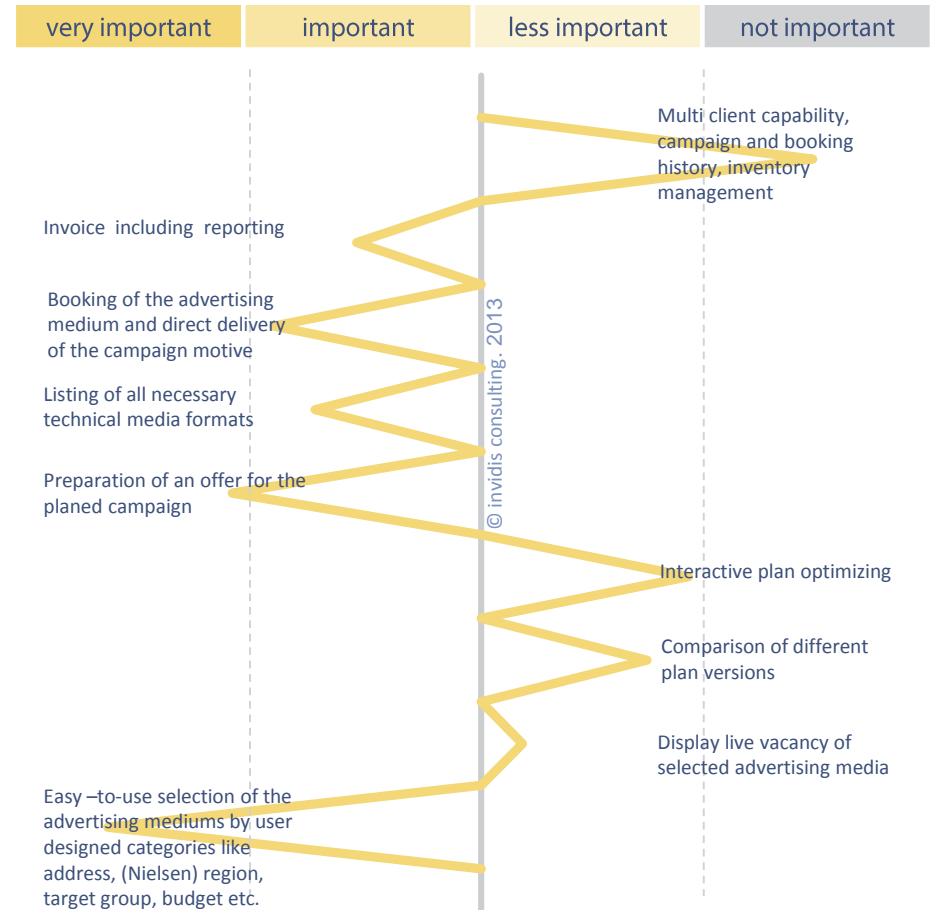
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Fig. 9: Results for the additional question DooH DBCI March/April 2013 n=24: „Ad serving platforms should facilitate the booking of DooH in the future, which functions do you valuate as important?"