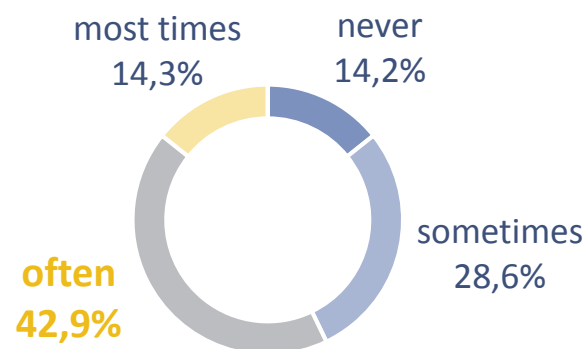


## **+** Additional Research | In Switzerland the trend is network-bundling

- The bundling of different networks is becoming more and more important for planning a DooH campaign in Switzerland. **57%** of all polled companies said that many DooH campaigns are booked across network borders
- Since the media DooH is still in a start up phase and most networks grow continuously but slowly it is important to offer a relevant reach for the advertiser. As of today, this can only be achieved through an effective bundling of the different networks (cf. challenges: p.18)
- Although many networks now offer day parting, demand for this option is only low. This relatively new possibility to plan a campaign is not yet widely accepted or rather scarcely established with media agencies and advertisers

### Network bundling for DooH campaigns

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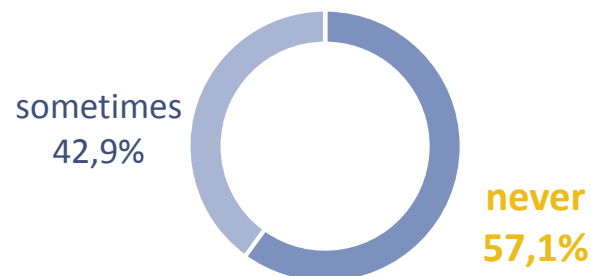


**Question:** „How often more than one network was booked to implement a DooH campaign?“

Fig. 25: DBCI July | August 2014 „Network bundling for DooH campaigns CH“, n=7

### Day parting with DooH

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**Question:** „How often is DooH booked only for certain times of the day?“

Fig. 26: DBCI July | August 2014 „Day parting CH“, n=7