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THE IMPACT OF AI ON DIGITAL OUT-OF-HOME ADVERTISING

In the past decade, Digital Out-of-Home (DOOH) saw its most significant growth ever in the second half of 2019. Thanks to many reasons, including its content flexibility, and ease of publishing, DOOH is taking over traditional OOH advertising, with more than 50% of all OOH advertising now going digital.

The power of DOOH lies in how it can leverage real-time contextual, demographic, location-based data to create relevant and effective outcomes for advertisers.

BUT WAIT, THERE'S MORE TO IT

Attribution and targeting are critical in all advertising, and this is undoubtedly true for DOOH as well. Thanks to improved connectivity, devices enabled with RFID and IoT technologies can monitor impact and measure audience engagement to a far greater extent than ever before.

These developments are enabling the demand for DOOH channels and driving the transformation of the DOOH industry from a 'one-to-many' target to a 'one-to-a-custom' audience.

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AND FINALLY, THERE'S AI

Advancements in AI have impacted every industry, and advertising has certainly seen several innovative uses. AI enables brands to create interactive and truly personalized campaigns, which cut through the clutter and leave a lasting impact on viewers. Additionally, AI offers the ability for advertisers to be data-driven and optimize towards meaningful business results over traditional reach and impressions.

SOME WAYS AI IS IMPACTING DOOH ADVERTISING TODAY

Both AI and advancements in machine learning algorithms are changing the way businesses engage and advertise. These new applications in DOOH are delivering ROI to marketing teams while enabling consumers to receive relevant and valuable messages.

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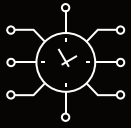
Real-time, dynamic, tailored messaging

When AI technology is combined with consumer databases and analytics, advertisers gain more accurate insights for customers, such as where they like to hang out or shows they watch.

Using AI, GMC ran a DOOH campaign for their Acadia SUV, using facial analytics technology and proximity sensors to create dynamic ad content. With AI to detect audience demographics, like age and gender, the algorithm could choose one of 30 possible targeted video ads to show to the viewer.

Video and Image Recognition

Facial recognition technology provides feedback to detect whether a person likes an advert or not and quickly updates the messaging using an advanced algorithm in real-time.

In addition to using video and facial recognition to align messages, AI technology is helping bring a greater degree of interactivity to advertising. One example is a promotion for Sony Pictures AR for The Emoji Movie, which tracked faces and superimposed emoji characters on passers-by based on their moods!

Other applications include using AI in roadside DOOH campaigns to recognize the vehicle model and color and target specific drivers.

Contextualized Campaigns

Contextual information such as time, traffic, weather can offer advertisers a way to tailor their messaging to maximize impact. AI and advertising automation use this data to create contextualized campaigns. These contextualized messages are then aligned with the audience's mindset at that immediate moment, resulting in a more significant impact.

McDonald's has used weather data and time of day to select tactical messages such as 'how long until breakfast finishes' in the mornings or ice-cream sundaes on sunny days.

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Location Intelligence

Location intelligence is providing marketers with better audience targeting capabilities by providing actionable audience insights. Data from social, traffic, weather, and proprietary IoT sensors, is collected around a particular display area. This information gives marketers more detail on where consumers are going and even what they are doing.

By analyzing this information, AI-driven DOOH offers advertisers a way to choose locations that result in superior targeting based on consumer analytics of that location. And because it is more personalized, location intelligence helps marketers increase conversions while collecting more data about the target audience to refine marketing messages.

Advertisers created a DOOH campaign for the clothing brand REI to reach customers and prospects based on locations they were likely to spend time. The brand saw a 7% increase in purchase intent, a 14% lift in brand awareness, and REIs outlets experienced a 3.6-time rise in-store traffic!

Accuracy through advanced analytics

When DOOH and AI technologies are backed by advanced analytics, they can collect information from different platforms to gain accurate insights for targeting customers with greater precision.

Digital displays collect information using other devices, applications, cameras, and wearables to gather more viewership, context, location, traffic, and time. Advancements in analytics and AI is powering that data to be crunched and processed quickly.

This development enables advertisers to optimize messages far more than ever before, even while the campaign is live.

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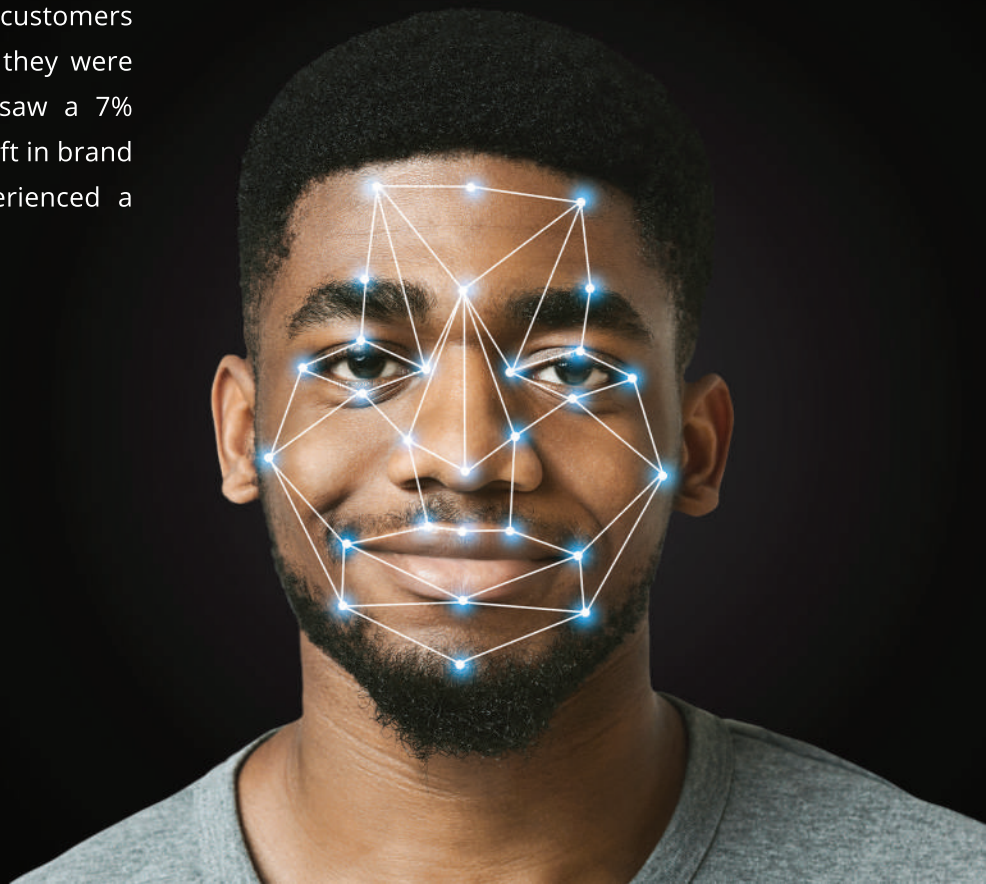
WRAPPING UP

In the next two years, 95% of advertising executives expect digital-out-of-home advertising to grow, according to a recent report from Alfi. More than half of those advertisers estimate that growth to reach $50 billion or more.

It's not surprising to see more advertisers dedicate a sizeable chunk of advertising budgets on DOOH, especially if they rely on AI and analytics to deliver results.

ABOUT TAVANT

Headquartered in Santa Clara, California, Tavant is a digital products and platforms company thatprovides impactful results to its customers across North America, Europe, and Asia-Pacific. Founded in 2000, the company employs over 2800 people and is a recognized top employer. Tavant is creating an AI-powered intelligent enterprise by reimagining customer experiences, driving operational efficiencies, and improving collaboration.

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