

# State of the Nation

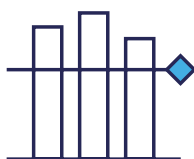
Programmatic OOH 2021

**A truly versatile channel**

**Key UK findings**

1

Key drivers of programmatic OOH investment in the UK



Measurement



Value for money or return on investment



Trigger-based buying

2

How UK industry executives ranked programmatic OOH

**Top three**

digital channel for **increasing sales**



digital channel for delivering accurate **location targeting**



digital channel for **targeting the right people at the right time**



digital channel for providing **dynamic creative opportunities**



3

Delivering against performance and brand objectives

Programmatic OOH ranks as a **top three digital channel** for **both performance and brand led campaigns**

95%

of UK executives believe programmatic OOH is an **effective driver for purchase-making decisions**

90%

of UK executives believe programmatic OOH is an **effective driver for purchase-making decisions**

97%

of UK executives believe programmatic OOH is a **great way to reach a broadcast audience**

81%

of UK executives believe programmatic OOH is a **great way to build brand awareness**

## Inclusion in digital campaigns will be the push for widespread adoption of programmatic OOH

Key UK  
findings



4

Who is  
responsible?

How UK agency executives are  
planning programmatic OOH

58%

as part of  
their digital or  
programmatic  
activity

52%

as part of  
other OOH  
activity

44%

as a  
standalone  
OOH activity

How UK agency executives  
buy programmatic OOH

53%

via digital or  
programmatic  
teams

54%

via a dedicated  
programmatic  
OOH team

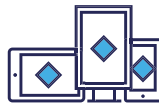
47%

via the  
OOH team

These results indicate overlaps and a lack of consistency

5

Inclusion  
driving  
adoption



89% of UK executives plan to  
integrate programmatic  
OOH more closely into  
multi-channel campaigns



UK executives expect  
programmatic OOH to be  
included in 54% of their future  
campaigns, up from 47% in 2020

6

UK executives  
are investing  
in programmatic  
OOH expertise

44%

of executives want a  
clearer understanding  
of how programmatic  
OOH fits within a  
multi-channel campaign

88%

88% of executives expect to  
expect to invest in building  
their programmatic OOH  
expertise in the next  
18 months