

PRESS RELEASE

adsquare announces launch of out-of-home tool for planning and programmatic activation

16 December 2019, London: adsquare, the real-time data exchange, today announced the launch of its Out of Home Planner, an elegant tool designed to give brands and media agencies the ability to quickly and efficiently plan, activate and measure the effectiveness of their digital OOH campaigns.

The adsquare OOH Planner gives advertisers and their OOH agency planners the ability to choose poster frame locations based on audience, spatial, and movement data using an interactive visual-mapping interface.

Omni-channel campaigns can be delivered in real-time, extending campaign creative to mobile when a user is in proximity to a poster location, or retargeted at a later date across any screen after passing a poster location. Finally, advertisers can gain audience insights to better personalise their campaigns, optimise their OOH spend and understand campaign effectiveness by analysing in-store footfall attribution.

Kinetic Worldwide, the leading global out-of-home specialist agency, is an early adopter of the technology. Commenting on the platform, **Paula Fernandez, Head of Data & Technology**, said *“As outdoor specialists, planning campaigns for some of the world’s best-known and most innovative brands, we are always looking for smarter and more precise tools to make those campaigns more effective. The ability to quickly upload campaign frame locations and then overlay multiple audience data segments, real-world context and movement insights, allows us to deliver campaigns with more relevance to consumers and even greater impact for our brand advertisers.”*

Further launch partners include VIOOH, WallDecaux (JCDcaux Group), amongst others. adsquare owns proprietary pre-pid integrations with major DSPs, including Adform, AppNexus, Tabmo and The Trade Desk enabling digital out-of-home campaigns to be executed programmatically in real-time.

Commenting on the platform launch, **Tom Laband, CEO and co-founder of adsquare**, said *“DOOH is an incredibly exciting opportunity for the entire advertising industry. Whilst its full potential is still being developed, we believe that adsquare’s leadership position, as the only global data exchange that provides pre-bid integrations for real-time data enrichment of OOH inventory, will help move the industry forward in exciting new ways and deliver more meaningful brand outcomes for advertisers.”*

Discussing the value of having a world-class DOOH data source from the adsquare Audience Management Platform (AMP) within the OOH Planner, **Jean-Christophe Conti, CEO, VIOOH** commented *“OOH has always been a powerful branding canvas and advertisers are excited by the opportunity to leverage the same audience data across different digital channels. Running everything through one DSP enables holistic campaign planning and activation, breaks down silos and delivers a more unified brand experience.”*



Alongside the launch of the Programmatic OOH Planner, adsquare is publishing its report on the data-driven transformation of OOH, a best practice guide to inspire and support brand advertisers as they begin to explore this most exciting of new addressable digital mediums. The report can be downloaded from the adsquare website:

<https://www.adsquare.com/resources/whitepaper-doooh/>

About adsquare:

adsquare is a global data exchange bringing together data providers and data buyers. Via its self-service Audience Management Platform, adsquare gives advertisers and media agencies access to multiple data dimensions for more effective targeting, measurement and insights. Headquartered in Berlin, the company operates world-wide with additional offices in New York, Madrid, London, Paris, Milan and Singapore. For more information visit <http://www.adsquare.com> follow @adsquarecom or contact info@adsquare.com

Contact:

Christoph Herwig, VP Marketing
christoph@adsquare.com
+49 173 2171897

adsquare
Saarbruecker Strasse 36
D-10405 Berlin
www.adsquare.com