VISTAR MEDIA

An Introduction to Digital Out-of-Home

Vistar Media:
the leading programmatic ecosystem for digital out-of-home.

VISTAR MEDIA

Our Foundation

Back in 2012,

Vistar was founded by early pioneers in digital programmatic technology. They created the first universal DSP for online display advertising, which was bought by Google in 2010 and is now known as Google's DoubleClick Bid Manager (DV360).

Then...

We identified out-of-home — a once traditional medium and one of the most impactful channels available in today's media landscape — as having an enormous opportunity to benefit from programmatic technology.

Why OOH?

OOH had been struggling to keep pace with the rest of the advertising realm. Some challenges the OOH market faced included a fractured buying ecosystem, little-to-no automation, and a lack of data across both targeting and measurement.

VISTAR MEDIA

Our Mission

Our aim is to transform the out-of-home industry through programmatic technology, and enhance every transaction in the physical world with data-informed targeting, automation and measurement.
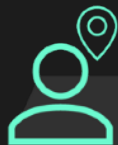
TARGETING

AUTOMATION

MEASUREMENT

VISTAR MEDIA

Our Technology

Vistar's tech stack brings the benefits of digital to a traditional medium, while appreciating the nuances that make out-of-home a unique and impactful medium.

Unparalleled Scale

Largest source of programmatic DOOH inventory available

Relationships across all 6 major global holding companies

International coverage across the UK, CAN, AUS, NZ, and growing

Strategic partnerships with the leading DSPs and data technology companies

VISTAR MEDIA

LET'S TALK ABOUT OUT-OF-HOME

VISTAR MEDIA

Traditional Buying

Since the 1800s, the world's most influential brands have used out-of-home advertising to generate brand awareness and product adoption. While static remains a large part of the out-of-home ecosystem, many media owners are converting their most profitable boards to digital.

Static

- Always-on message
- One eye-catching creative
- Longer-term commitments
- Custom experiences

Digital

- Spot-in-loop buying
- Real-time messaging
- Quick activations
- Flexibility to switch creatives

VISTAR MEDIA

- Airports
- Apartment Buildings
- Bars
- Billboards
- Casual Dining
- Convenience Stores
- Colleges & Universities
- Dispensaries
- DMVs
- Doctor's Offices
- Gas Stations
- Gyms
- Hotels
- Liquor Stores
- Malls
- Movie Theaters
- Office Buildings
- Pharmacies
- QSR
- Recreational Locations
- Retail
- Salons
- Schools
- Sports Entertainment
- Street Furniture
- Taxis & Rideshares
- Transit Stations
- Urban Panels
- Veterinary Offices

DOOH
More Than Just Billboards!

VISTAR MEDIA

Large Format

Large-format media varies from the billboards you see along the highway, to the bus shelters on a city-sidewalk - best viewed by pedestrians and street-level traffic.

Place-Based

While billboards get a lot of fame, the majority of DOOH actually is place-based media.
Contextually relevant environments — such as malls, gyms, office buildings, gas stations, restaurants, bars,
taxis and more — provide a unique opportunity to engage with consumers in a natural setting.

VISTAR MEDIA

Point-of-Purchase

A subcategory of place-based inventory, point of purchase signage exists in shopping destinations — such as big box retailers, convenience stores, grocery stores and pharmacies — giving marketers the unique opportunity to reach consumers and influence purchasing decisions while they're in-store.

Inventory Discovery

Vistar's Inventory Discovery tool allows buyers to seamlessly search for and learn about our media owner partners directly within the Vistar DSP.

THIS FEATURE INCLUDES:

- New view directly in the DSP: "Inventory Discovery"
- Search for a specific media owner or filter networks by venue type
- Card for each media owner with logo, screen details, audience descriptions, inventory photos/captions
- Summary metrics for media owners, venue types and overall number of venues
- Network information is populated and approved by our media owner partners
- *Coming soon: PMP contact details & sharable profile links*

VISTAR MEDIA
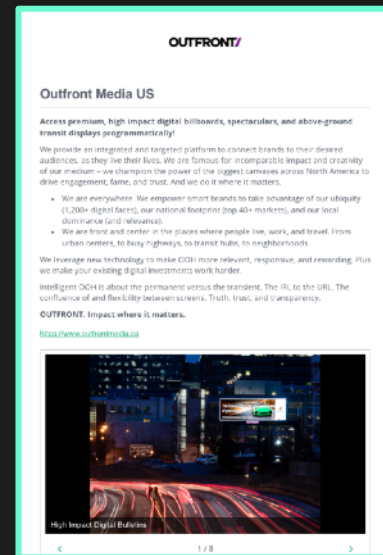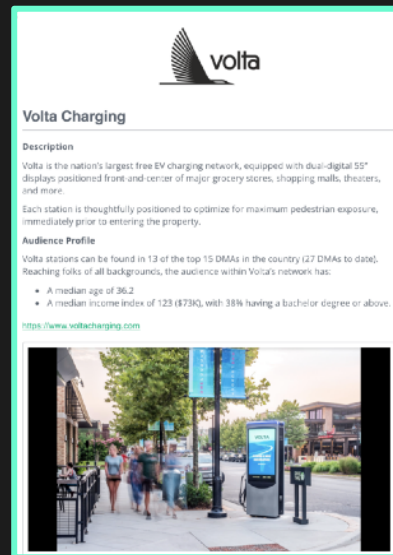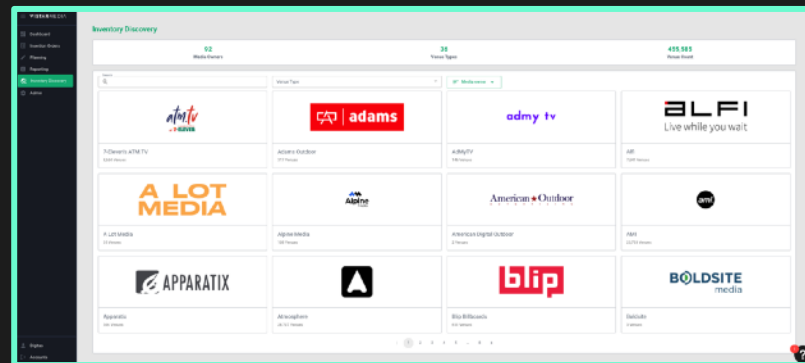
ENTER PROGRAMMATIC

Why Programmatic?

Programmatic technology for DOOH allows buyers to make more efficient and strategic out-of-home media buys — enabling marketers to easily integrate DOOH into their omni-channel marketing strategies.

Leverage a one-stop shop for all of your DOOH buys, with streamlined activation, reporting and billing
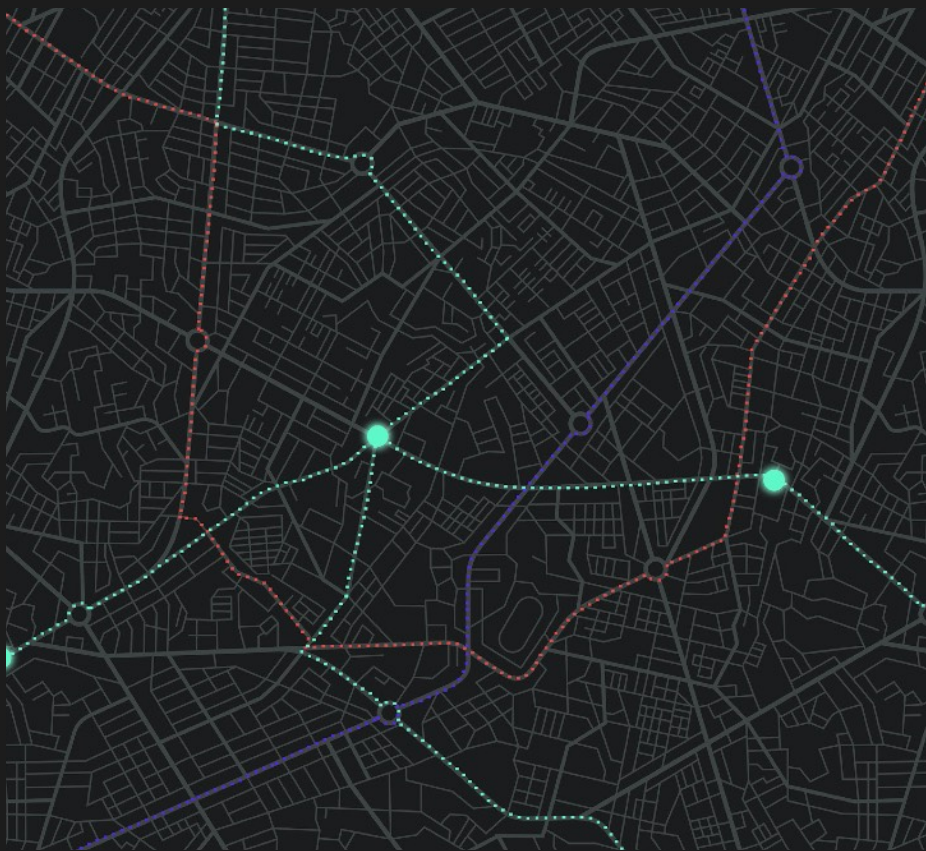
Avoid the high minimum commitments required by individual media owners

Utilize the same targeting strategies across all media channels

Measure DOOH campaigns holistically and optimize spending based on these learnings

VISTAR MEDIA

How It Works

Similarly to how the online world uses cookies to target audiences on the websites they visit, we use location data to help understand how consumers move throughout the day.

Vistar's Global Footprint

Vistar specially varies its data approach from market to market, as both the data available and usage regulations differ.

CANADA
- GPS Data
- Scale: 5.1MM

UNITED KINGDOM
- GPS Data
- Scale: 2.5MM

UNITED STATES
- GPS Data
- Scale: 170MM

NEW ZEALAND
Coming Soon

AUSTRALIA
- GPS Data
- Scale: 2.5MM

*GPS data MAU (monthly active users) are subject to change across regions.

VISTARMEDIA

Leveraging Location Data

Vistar utilizes anonymized GPS location data to understand where consumers go, how they spend their time and which paths they take. Our technology then smartly activates media when and where consumers are most likely to be throughout the day, and measures results based on campaign exposure.

BUILD AUDIENCES

ACTIVATE TARGETING

MEASURE SUCCESS

Dynamic Audience Targeting

Using location data, Vistar analyzes consumer movement patterns to create audiences based on the places they visit. Vistar's technology can also analyze movement and create audiences based on 1st- and 3rd-party data — allowing brands to best reach their target personas as they move throughout the day.

Behavioral Patterns

Vistar analyzes consumer movement patterns to create audiences based on the places they visit — allowing brands to reach their target personas as they move throughout the day.

Household Data

With purchase data from partners such as IHS/Polk and those in the LiveRamp Data Store, we find households that have purchased a product and build an audience from that.

1st & 3rd-Party

Vistar can also link our location data to a client's 1st-party data ("I want to target my loyalty card customers") or 3rd-party data ("I want to target fast food mobile app users").

VISTAR MEDIA

Activate

6:15 am

Let's Explore An Example

The locations consumers visit define who they are. Vistar's approach is to fully understand the meanings of the places that people visit, and then activate DOOH only when and where
that audience has the highest propensity to be.

Let's take a look at "Trendy Restaurant Goers,"
an audience of people who visit the top 100 restaurants in New York City.
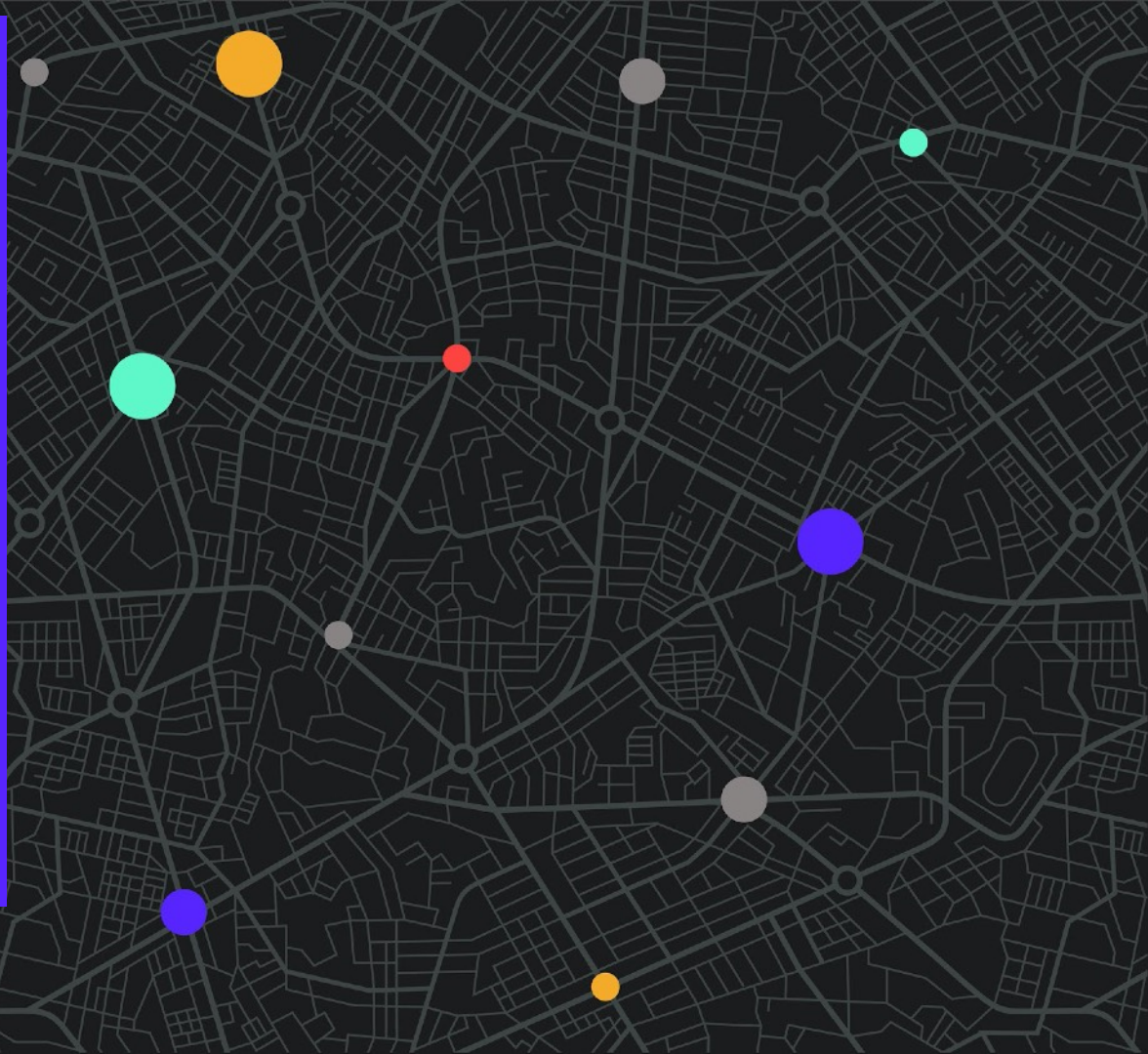
Why Movement Matters

Audience heatmaps display how audience affinity changes throughout the day.

For example, we might see that NYC's "Trendy Restaurant Goers" reside in Brooklyn and Downtown Manhattan, work in Midtown or FiDi, and commute back and forth daily.

VISTAR MEDIA

Trigger Targeting

Through a partnership with IBM Watson's Weather Targeting solution, brands can target qualified audiences with the right message when weather conditions are most likely to influence consumer behavior, by triggering creative messaging when it matters most.

Weather triggers can be based on....

RAIN

UV INDEX

SNOW

SEVERE STORMS

...AND MORE!

Direct Data Integrations

Vistar has partnered with several of the industry's top data providers in order to extend your brand's existing audience strategies into DOOH. Vistar can ingest a variety of data sources, such as recent purchases or app install data, in order to build and target audiences in the physical world.

FOURSQUARE   LiveRamp®   PS PUSHSPRING

ACCRETIVE MEDIA   IHS AUTOMOTIVE driven by POLK   iHS   ENVIRONICS ANALYTICS

Vistar is data agnostic, meaning that we are not isolated to one data source or another for how we build our audiences. Vistar's third-party audiences are built in conjunction with our various data partners, using their different data types and segment curation to extend these same strategies to DOOH.

VISTARMEDIA

LiveRamp Data Store

The LiveRamp Data Store is an extensive network of 100+ platform integrations, in which data owners can readily make their data accessible to marketers for targeting. Through Vistar's partnership with LiveRamp, clients can now leverage their preferred 3rd-party providers to reach consumers through DOOH.

Below is just a sample of the providers available for use in LiveRamp's Data Store:

Additional Targeting Tactics

Vistar's programmatic technology brings the ease of targeting into out-of-home —
enabling marketers to readily apply consistent strategies across all channels.

TIME OF DAY
by hour

DAY OF WEEK
by day

GEO-TARGETING
zip codes, DMAs

POINT RADIUS
distance around POIs

Unique to Out-of-Home: Buyers can precisely reach their intended audiences by targeting specific
contextually-relevant venue types, such as gyms, malls, office buildings or doctor's offices.

VISTAR MEDIA

Mobile Extensions

To boost campaign impact, Vistar's technology platform enables brands to
identify and reach audiences across both digital out-of-home AND mobile.

Target your audience
with impactful messaging
across digital out-of-home.
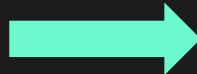
Extend the influence of
your campaign by engaging
that audience on mobile.

VISTAR MEDIA

Device ID Passback

Through our device ID passback offering, Vistar Media will identify device IDs exposed to your DOOH campaign and pass them back to you for further action.

HOW IT WORKS

Vistar's technology platform identifies exposed consumers — based on when and where the ad was shown and device proximity at the time — and works with a leading industry onboarding provider, to anonymize them for safe utilization. Using the anonymized IDs, brands have the ability to:

- **TARGET:** Retarget consumers exposed to your DOOH campaign across the channels of your choice, including mobile, display, CTV, social, audio, etc., via your preferred DSP.
  - Vistar can also manage your retargeting campaign for you.

- **MEASURE:** Use the exposed device IDs for in-house measurement or pass the IDs to any preferred measurement company.
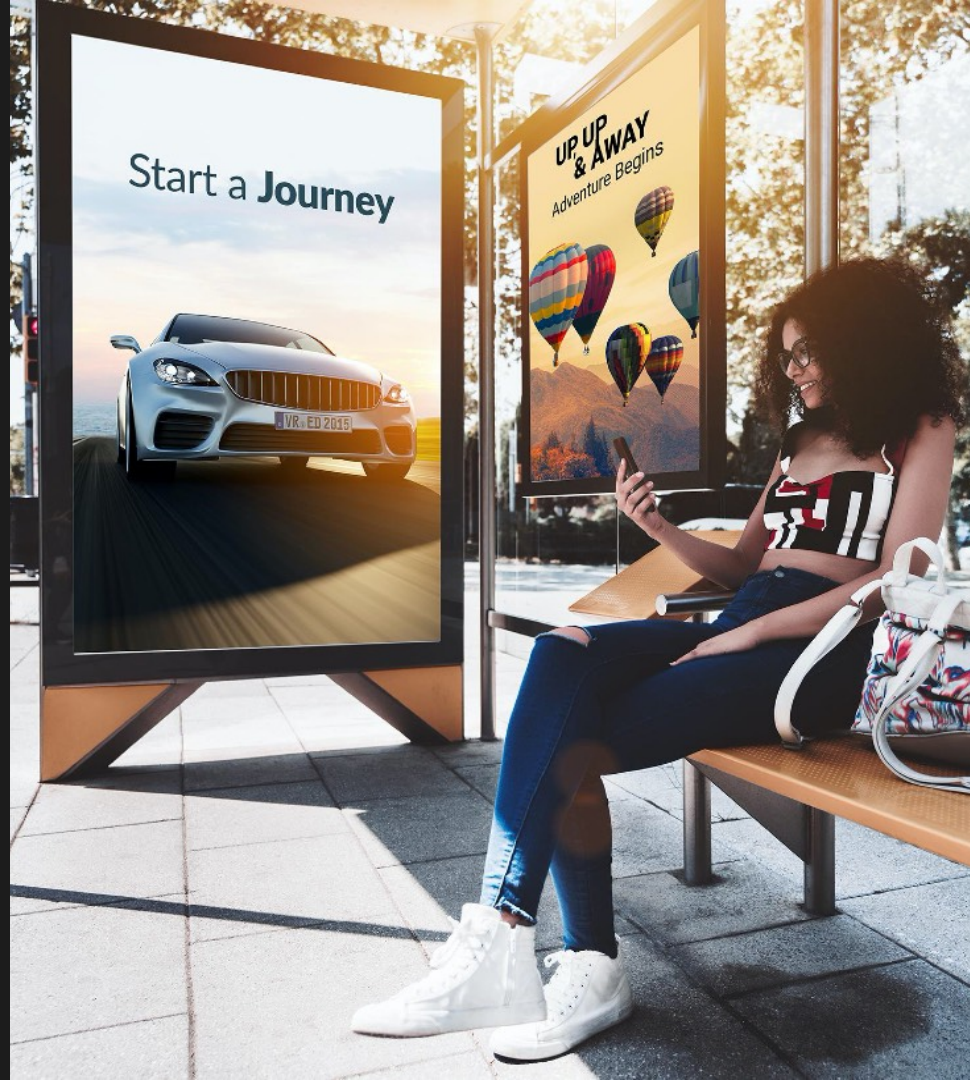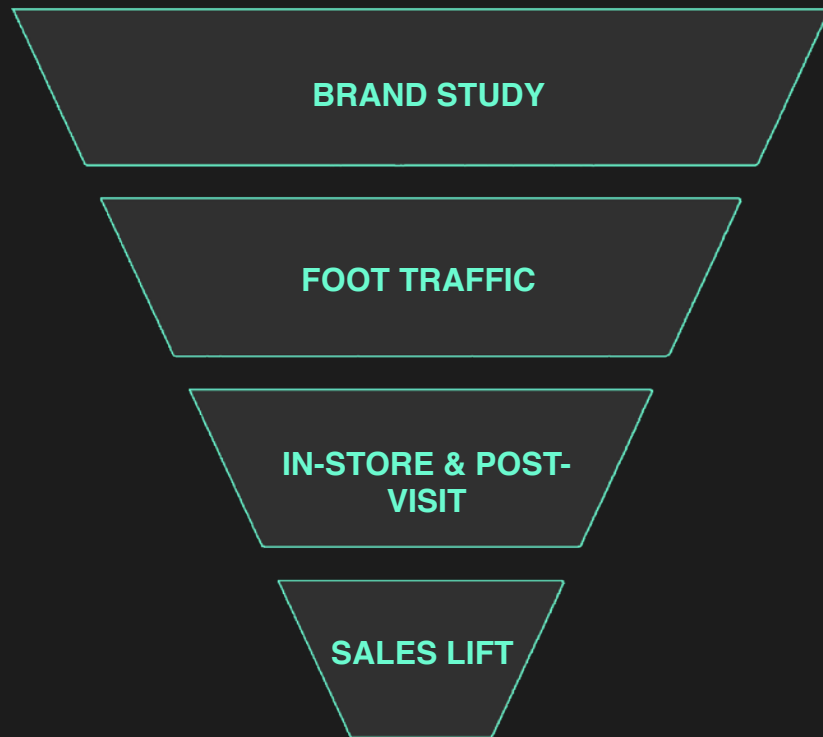
Measuring DOOH With Vistar Media

As a one-to-many medium, measurement for out-of-home has historically been a challenge.

Vistar's advanced in-house and third-party measurement solutions allow brands to understand the impact of their campaigns across the entire funnel, delivering metrics such as impressions, foot traffic, brand metrics and sales lift.

BRAND STUDY

FOOT TRAFFIC

IN-STORE & POST-VISIT

SALES LIFT

VISTAR MEDIA

Real-Time Reporting

Programmatic technology enables real-time reporting, giving buyers the ability track delivery across a variety of metrics (such as venue type, creative, custom date ranges, DMA, zip codes and more).

✓ Impression Delivery and Spend By Hour

✓ Market and Venue Type

✓ Data Costs

✓ Revenue Tracking

✓ Media Owner and Venue Location

The unique nature of programmatic DOOH advertising makes it complicated to predict when and where an ad will play, thus making it difficult to provide live proof-of-performance screenshots.

Vistar created SpotStream, a proprietary tool which provides brands with a real-time visualization of campaign delivery. SpotStream shows a map with when and where every creative is displayed during the duration of the campaign. Vistar also provides reporting via 1x1 tracking pixels.

Delivery Insights Map & Tools

Vistar's delivery insights map provides a visualization of the total impressions delivered within a single insertion order (IO). You can view common trends of impression delivery in each targeted market.

Further, click any highlighted area to zoom in to a 3D visualization of the volume of impressions delivered! This can help you keep clients up-to-date on impression delivery and assist you in making decisions about budget allocations.
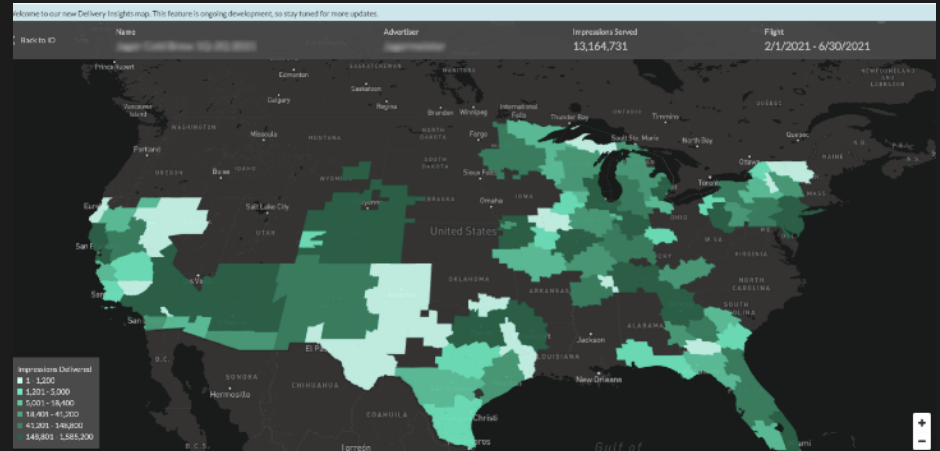
Unique Benefits of the Vistar DSP
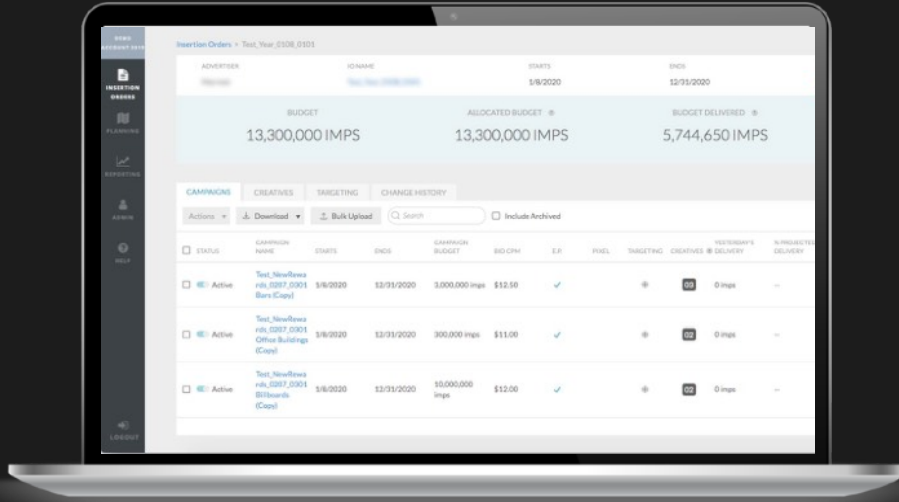
- Unified workflow
- 1:many impression support
- Creative transcoding

Flexible Buying Types

Open Exchange

- Access to scale across all inventory types

- Best application of an audience-based buying strategy

- Great for extending your strategies across mobile and other channels

- Full transparency by media owner & lat/long & ability to include/exclude by media owner (*location "cherry picking" coming soon!*)

- Include multiple/all media owners within a category without additional setup work

Private Marketplace

1:1

- Priority access to high-demand inventory

- Great for choosing specific placements that fit your campaign goals

- POPs available from select media owners

1:MANY

- Pre-packaged deals that don't require negotiations

- Great for buying custom packages of inventory put together by media owners

- Access to select inventory not available on the open exchange

Vistar offers media owners the ability to set PMP priority to ensure the campaign will deliver ahead of all other campaigns, perfect for buyers seeking a guaranteed solution.

VISTARMEDIA

Built-In Impression Multiplier

Because OOH is a 1:many medium, multiple people have the ability to see an ad each time it is served. Geopath provides US industry standards — based on variables such as speed data, traffic, on-site counts and audience distribution data — for measuring impressions in out-of-home.

Vistar's built-in impression multiplier takes these ratings into account automatically — ensuring proper impression delivery and tracking for our clients.

Additionally, clients can leverage 1x1 trackers, which will relay the same impression counts as their preferred ad server.

VISTAR MEDIA

Creative Sizing for DOOH

Unlike the online world, digital out-of-home screens come in all shapes and sizes.
To ensure proper creative displays across all screen types, Vistar provides automated creative transcoding.

Once a creative is submitted, an automated transcoding process will produce multiple resolutions and file formats to maintain fidelity and compatibility with multiple media owners' screens.
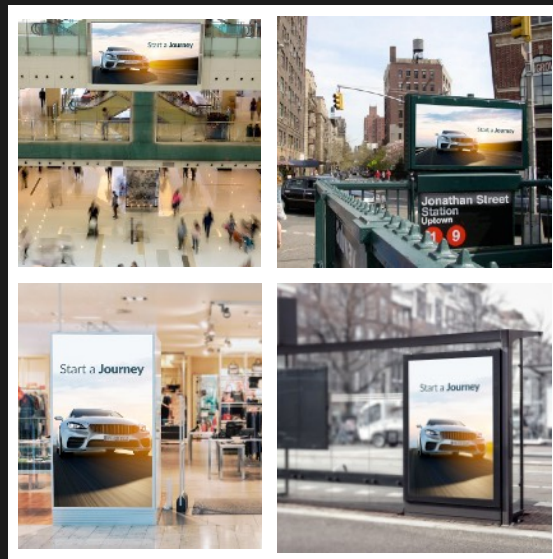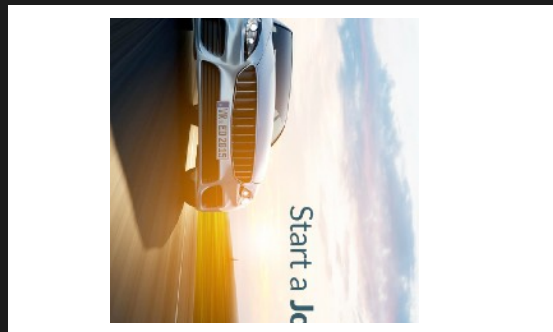
4 main DOOH formats include:
- 1920x1080
- 1080x1920
- 1400x400
- 1280x960

VISTAR MEDIA

LET'S SUM IT UP

VISTAR MEDIA

Vistar Media : A Platform That Makes Buying OOH Easier Than Ever

✔ Flexibility to work in a self-service or managed-service capacity

✔ Leverage advanced audience targeting capabilities

✔ Amplify impact with seamless mobile extensions

✔ Prove ROI with advanced measurement & attribution solutions

✔ Enjoy the ease of automated workflow and reporting

VISTAR MEDIA

Across Every Vertical

Brands across all industries are leveraging out-of-home to meet their business goals.
Below is just a snapshot of the top categories and advertisers spending a significant amount in the space.

TECHNOLOGY

Google
SAMSUNG

RESTAURANTS

McDonald's
Arby's

FINANCIAL SERVICES

John Hancock
CHASE

CPG

GATORADE

MEDIA & ENTERTAINMENT

Turner
NBCUniversal

AUTOMOTIVE & INSURANCE

Ford
State Farm

TELECOM

AT&T
COMCAST

TRAVEL & TOURISM

DELTA
QANTAS

RETAIL

Walgreens
TARGET

DTC

SeatGeek
BONOBOS

Visit: www.vistarmedia.com I Contact: info@vistarmedia.com