

SHADOWFENCING

A geofence that shadows the mobile billboard – wherever it drives!



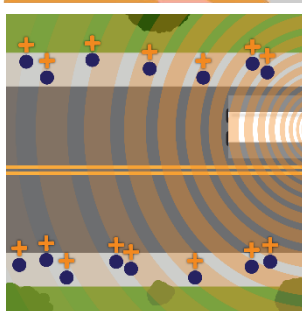
1. Out-of-home media reaches people where they spend 70% of the time... such as at this coffee shop.



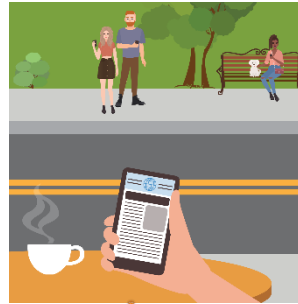
3. A mobile display advertisement for an energy drink appears on his phone, just as a mobile billboard pulls in front of the café.



5. As the mobile billboard drives down the road, additional mobile users are being served the mobile display ad to their own devices.



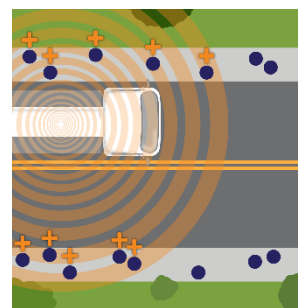
7. The shadowfence leaves a **5-minute trail** to continue to deliver mobile display ads to people who just saw the mobile billboard pass by.



2. A mobile user is on the coffee shop's patio, reading the daily news and drinking his coffee.



4. We are confidently serving mobile display ads to the **same OOH audience in strategic locations** for a 1-2 punch.



6. **GPS integration automatically changes the targeting parameters in real time**, reaching those in closest proximity to the mobile billboard.

+ We retrieve **first-party data** to curate an audience of OOH viewers based on devices served impressions within the shadowfence. We can retarget those who were within close proximity to the OOH ad. And, we can apply **verified walk-in data** to prove a retail visitation originated from a direct 1-to-1 exposure of the mobile billboard.

REAL-TIME, REAL WORLD DIRECT CORRELATION

Deliver a complementary mobile message as the mobile billboard drives by in immediate proximity. GPS coordinates are reported every 60s and applied in real-time for bidding on ad exchanges...while the mobile billboard is moving. Ads are served to devices within 200m of the unit for a high-degree of confidence that the user is in line of sight of the OOH message. The previous 5 GPS coordinates are stored, so we continue to trail the mobile billboard with mobile display ads to capitalize on ad recency to improve recall and conversion. We capture device info in direct exposure to the OOH message for retargeting, audience insights and attribution.

48%
%

of us are more likely to click a mobile ad after seeing same OOH ad
// Ocean & NeorInsights



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