

**ABOVE
THE FOLD**

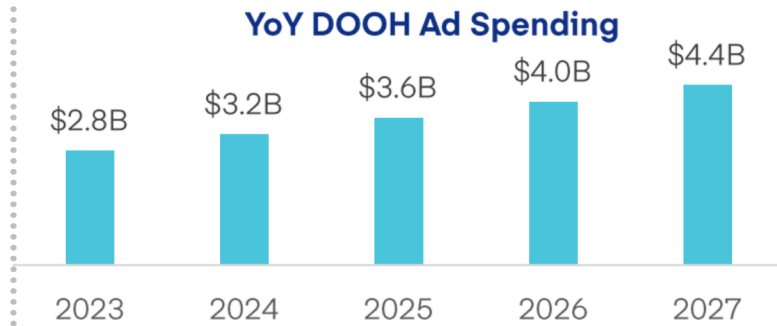
Access 100% of programmatically addressable screens through Digital Out Of Home with Above the Fold

The Above the Fold has the tools, data, scale, and experience to help brands confidently reach and engage their audiences across the world's premiere DOOH supply partners.

THE EVOLVING DOOH LANDSCAPE

85%

of users find DOOH ads useful



500,000

screens globally with Above the Fold

BENEFITS OF DOOH WITH ABOVE THE FOLD



Scale & objectivity

Our buy-side approach allows us access to all the premium inventory you need at scale across a variety of providers and locations, with no conflict of interest



Streamlined activation

Building out the tech you need to activate your DOOH campaigns with ease, all while using the intuitive workflows that you're already familiar with



Omnichannel targeting

Extend your reach by adding DOOH into your current media mix and target audiences out of home using location & temporal data, as well as 1PD and 3PD



Measurement & attribution

Manage an omnichannel experience and measure the real impact of your OOH advertising strategies by tying offline and online user journeys together

WAYS TO ACTIVATE ON DOOH:

TARGETING:

- ✓ Budget Pacing
- ✓ Budget Flights
- ✓ Base Bid & Max Bid
- ✓ Private Contract
- ✓ Supply Vendor
- ✓ Standard geo-targeting
- ✓ Temperature
- ✓ Weather
- ✓ Time of Day

VENUE TYPES:

- ✓ Hotels
- ✓ Subway Stations
- ✓ Universities
- ✓ Office Buildings
- ✓ Vending Machines
- ✓ Sports Gyms
- ✓ Highway Roadsides
- ✓ Malls
- ✓ RON/Billboards
- ✓ Kiosks
- ✓ Display Panels
- ✓ Screen TV Monitors
- ✓ Supermarket Checkouts

EXAMPLE INVENTORY PARTNERS:

DOOH SSP INTEGRATIONS:



ACCESS TO PREMIUM MEDIA OWNER INVENTORY:



BEST PRACTICES:

Retargeting

Able to capture consumers exposed to DOOH and retarget them at a later time to keep the brand top of mind or to drive action to purchase.

Location Relevancy

Opportunity to position your brand in specific locations to drive relevancy with the consumer, whether it's near point of purchase, during their workday, or at the gym (as examples). Align the brand and message to the moment.

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