Agenda

• Media State of the State
• Current Measurement Environment
• Accretive Outcomes™ Approach
• Platform Demo and Brand Results
• Q & A
Media is at a crossroads...

- Linear TV viewership in decline; brands oversubscribed to CTV
- Online dealing with fraud, ad blocking, cookie deprecation issues
- iOS 14.5+ has made mobile advertising very messy
- Print continues to lose eyeballs, is hard to measure
- Innovation in media has been focused on fixing problems, not additive
So What are Brands to Do?

Marketers still need unique ways to connect with consumers
OOH Influences Hearts & Minds

100+ Year Heritage

- High Reach
- High Impact
- High Recall
- High Engagement
...But Most OOH Is Limited, Right?

• Targeting is rudimentary

• Measurement is directional, confusing

• Innovation is slow

If only there was a way to change all that... wink, wink
Enter Stage Left – CAPTAIN ADTECH!!!

Overheard at conferences:

“Put your inventory on my SSP and money will rain from the sky”

“Programmatic will represent 90% of OOH within 5 years”

“If digital buyers can buy DOOH exactly like they can buy digital, they’ll buy the same volume of DOOH as they do digital.”

“The two most important players in OOH are TTD and Google.”

FAKE NEWS
Measurement is the Key...

Overheard at leadership meetings:

“If I could measure the effectiveness of my OOH more impactfully I would spend more on the channel.”

“I think OOH performs, I’ve just never been able to prove it.”

“I’d love to be able to loosen my reliance on big tech, but I don’t have a satisfactory replacement.”
Current OOH Measurement

• Mobile Companies – OOH as a hobby…

• Omni-channel DSPs – forgetting about the experience

• Retargeting Performance Proxy – misleading, flimsy logic

• Counting metrics – not enough to justify increased investment
YOU JUST

DON'T UNDERSTAND
Introducing Accretive Outcomes™

Simple Goal:
1. Prove Out-of-Home drives tangible results across all metrics
2. Create brand comfort for advertisers to grow Out-of-Home spend
Los Angeles (PRWEB) February 06, 2018

Accretive Media (http://www.accretiveads.com) today launches the first digital-out-of-home (DOOH) advertising platform fueled by people-based profile data. The new platform reaches targeted consumers on digital screens at nearly 100K venues across the United States ranging from ATMs to airports, restaurants, gyms, train and subway stations, malls, office buildings, universities and more. Leverage the data-driven capabilities of online and mobile advertising to target specific audiences and make ads more relevant, Accretive Media empowers brands to become part of consumers’ everyday lives.

Today's consumers yearn for connection, not intrusion. As television viewership declines, and online advertising struggles with fraud, viewability and ad blocker issues, the DOOH space becomes a high value alternative for brands seeking to authentically connect with target audiences. Out-of-home displays hold the power to integrate impactful messaging into the lives of consumers with custom creative based on audience, environment and location-based factors. This approach more effectively engages consumers and dramatically improves message delivery and recognition.

"Consumers spend more than 70 percent of their time out of the home, carrying at least one mobile device that we are able to deterministically link back to their interests, behaviors, movement patterns, offline purchase history, and other key attributes," said Craig Benner, Founder & CEO of Accretive Media. "Connecting the dots between out-of-home displays and mobile devices, Accretive can tap into this rich data and action against it in DOOH. Our platform transforms the outdoor medium into a more addressable and accountable format that drives serious results. Advertisers have never debated the power of outdoor, but they've always acknowledged its targeting and measurement limitations. We have solved for that today. As brands start to realize the true ROI that can be achieved with Data-Driven DOOH™, we anticipate massive growth in the market."
How it Works
Patent-Pending Technology

Automated Measurement and Analytics Software for Out-of-Home Advertising

“A method, system, apparatus, and computer program that provides automated data analytics and reporting for out-of-home advertising.”

Accretive Media LLC 9/2021
How it Works

Analytics – Accretive Outcomes™

- Reach/Frequency
- GRPs
- Web Visitation
- Online/Offline Sales
- App Downloads
- Foot Traffic
- Brand Lift
- Brand Studies
- Custom Reports
Real Life Results – DEMO
Accretive Outcomes

• Accretive Media brings better accountability to DOOH and the broader out-of-home market – and has since 2018

• Accretive Outcomes serves brands, media owners, and agencies for all things measurement, allowing your team to prove out the power of your media plans and ultimately grow the channel

• This is not a hobby for us; we win when out-of-home wins. And that informs everything that we do