

# Digital Out-of-Home

Digital Out-of-Home (DOOH) advertising is part of Choozle's supported solutions and is available with a minimum spend requirement. Our account management team is here to help you implement these tactics. Reach out to us to learn more.

## WHAT'S DIGITAL OUT-OF-HOME?

Digital out-of-home (DOOH) is media that is displayed in environments viewable to the general public, such as digital billboards and screens found in businesses, shopping malls, and other highly-trafficked locations. Today, DOOH media can be purchased programmatically, providing advertisers more efficient and cost-effective access to this inventory than ever before.

## DIGITAL OUT-OF-HOME BENEFITS

- **Unskippable:** DOOH ads can't be avoided by skipping through a video, closing a page, or using an ad-blocker.
- **Less Intrusive:** Studies have shown that DOOH ads are viewed as less intrusive and are more likely to be remembered in a favorable light.
- **Targeted Engagement:** DOOH provides advertisers the ability to serve ads to targeted audiences when they are closest to the point of sale and most likely to engage.
- **Higher Engagement:** Viewers are less susceptible to ad fatigue when they are out of the home and 2.5x more engaged than when they are viewing a screen at home.
- **Creative Potential:** DOOH inventory includes some of the largest displays in digital advertising, allowing greater opportunity for creativity and visual appeal.

## DIGITAL OUT-OF-HOME ADVERTISING WITH CHOOZLE

Choozle offers digital out-of-home campaigns for clients in a fully-managed capacity as a part of their Supported Solutions offering. Through our supply partners, Choozle has access to over 400,000 DOOH screens in a variety of different formats across North America. The inventory includes highimpact digital billboards as well as connected screens in:

Bars

Hotels Convenience stores

Grocery stores

Shopping malls

College campuses

Healthcare facilities

Office buildings

Restaurants

Gyms Gas stations

Airports

Transit stations

Theaters

Mountain resorts

Taxis & rideshares

