

We are currently in the midst of big changes in the programmatic advertising industry but whoa can it be overwhelming. It brings up lots of questions like, how do you know where to put your advertising budget and how can you plan your programmatic campaigns effectively?

That's why we put together this one-page report (with content we took from our larger Programmatic Trends for 2022 report). Let's break down all of the global challenges you may face and find out how you can overcome them.

THE STATE OF DIGITAL OUT OF HOME

SHOULD YOU ADD DIGITAL OUT OF HOME TO YOUR MEDIA PLANS?

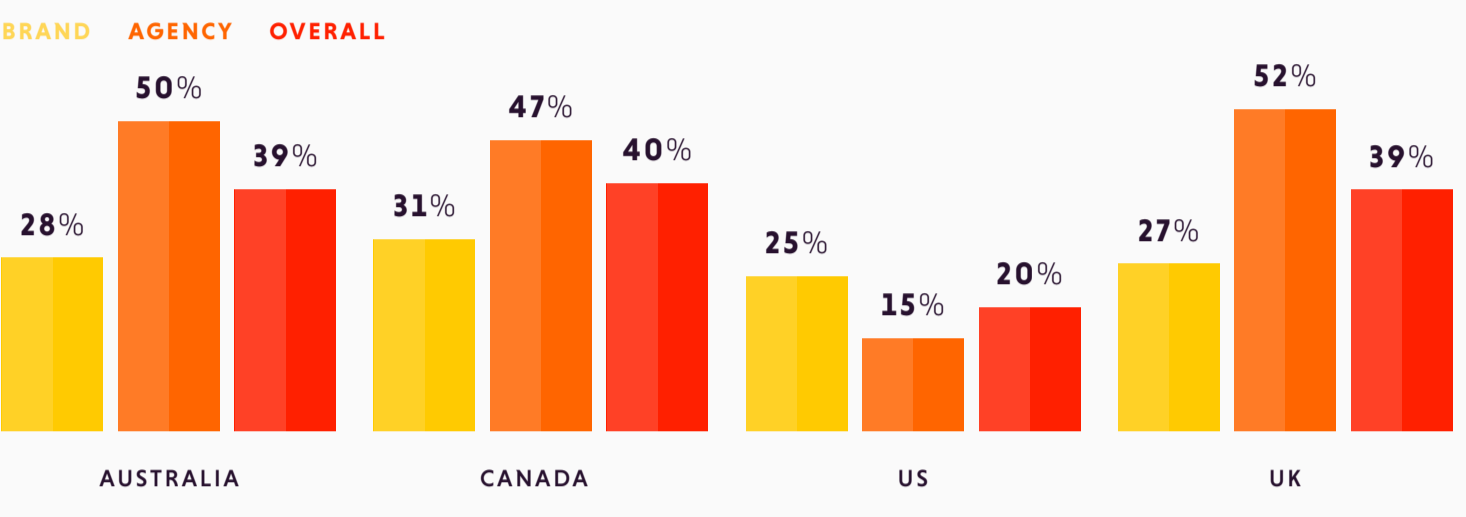
Digital out of home (DOOH) basically didn't exist during 2020 and the lockdowns. Ad spending across DOOH campaigns fell significantly (to almost nearly half). The good news is that footfalls are returning to offline locations and offline advertising is likely to gradually increase. While the resurgence in DOOH ad spending is likely to be slow, the increase is likely to be vertical-driven.

DOOH is not high on the list for marketers with only one in three adding it to their plans, although we expect it to grow this year. Canadian, Australian, and British marketers are more optimistic about investing in DOOH campaigns next year compared to their American counterparts. Agency marketers are more likely to suggest DOOH than brands proactively opting for it.

MARKETERS WITH DOOH IN THEIR EXISTING MEDIA PLANS

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021



PROJECTIONS FOR 2022

Ad spending across DOOH campaigns is going to increase because we found that three in four marketers are putting DOOH in their media plans (even if not as a priority execution). Australian advertisers are the most optimistic while American marketers are less optimistic. Even with less excitement, those

interested in the offline journey are expected to boost their DOOH budgets in the 2022 plans

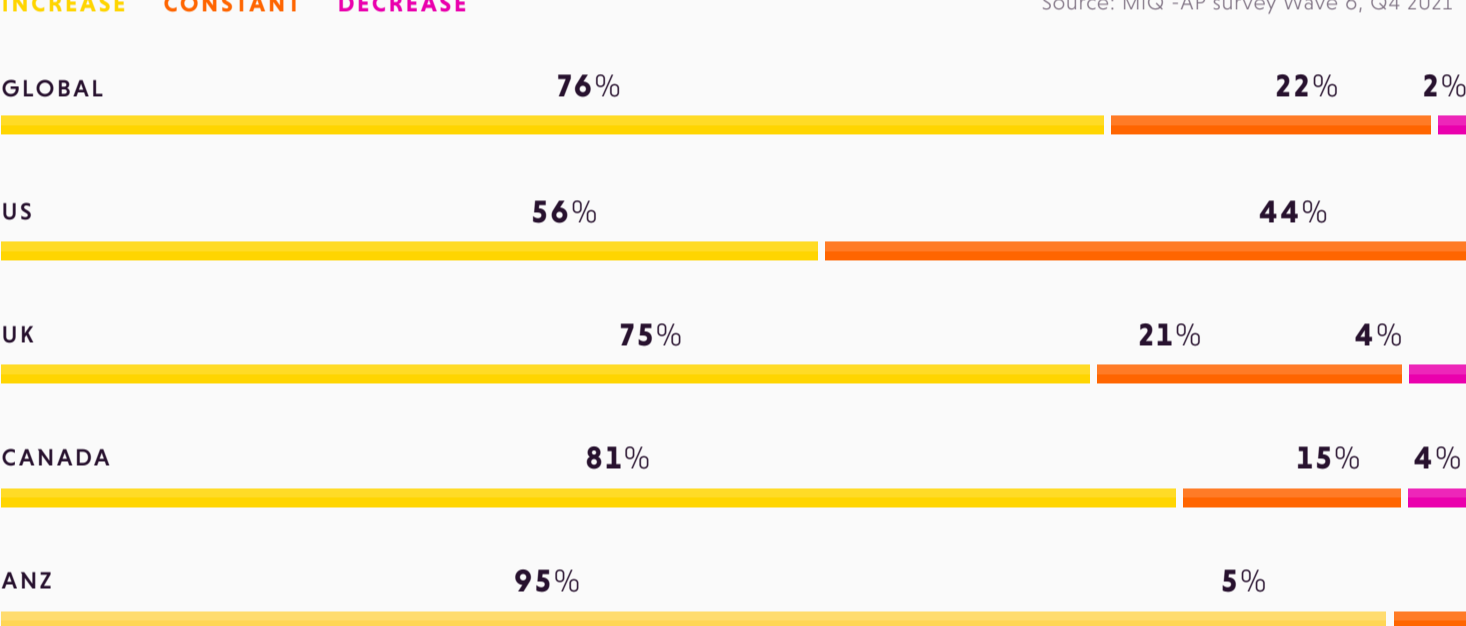
After declining faster than the traditional OOH spending in 2020, the resurgence in DOOH is likely to be faster in the coming years, with

personalization, speed of transaction and improving measurement considerations as the driving factors. Retail and travel could also be key segments leading the charge next year.

BUDGET PROJECTIONS FOR DOOH CAMPAIGNS - 2022 VS 2021

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021



IN-HOUSE OR MANAGED SERVICE?

How are marketers looking to invest in DOOH activations? About four in ten globally want help from a managed service partner and a third of them are likely to take a hybrid approach as they leverage a managed service via self-service platforms. Australian marketers tend to bring it in-house or through a self-service platform. We see Americans using a hybrid approach, preferring help with analytics and reporting.

Media partners, like The Trade Desk, are preferred by two in three marketers for DOOH campaigns. Why? They provide the ability to activate campaigns across a plethora of channels in a coherent manner. Agency marketers are also open to exploring partnerships with local partners like Hivestack, Place, Campsite, etc.

THE CHALLENGES OF DOOH

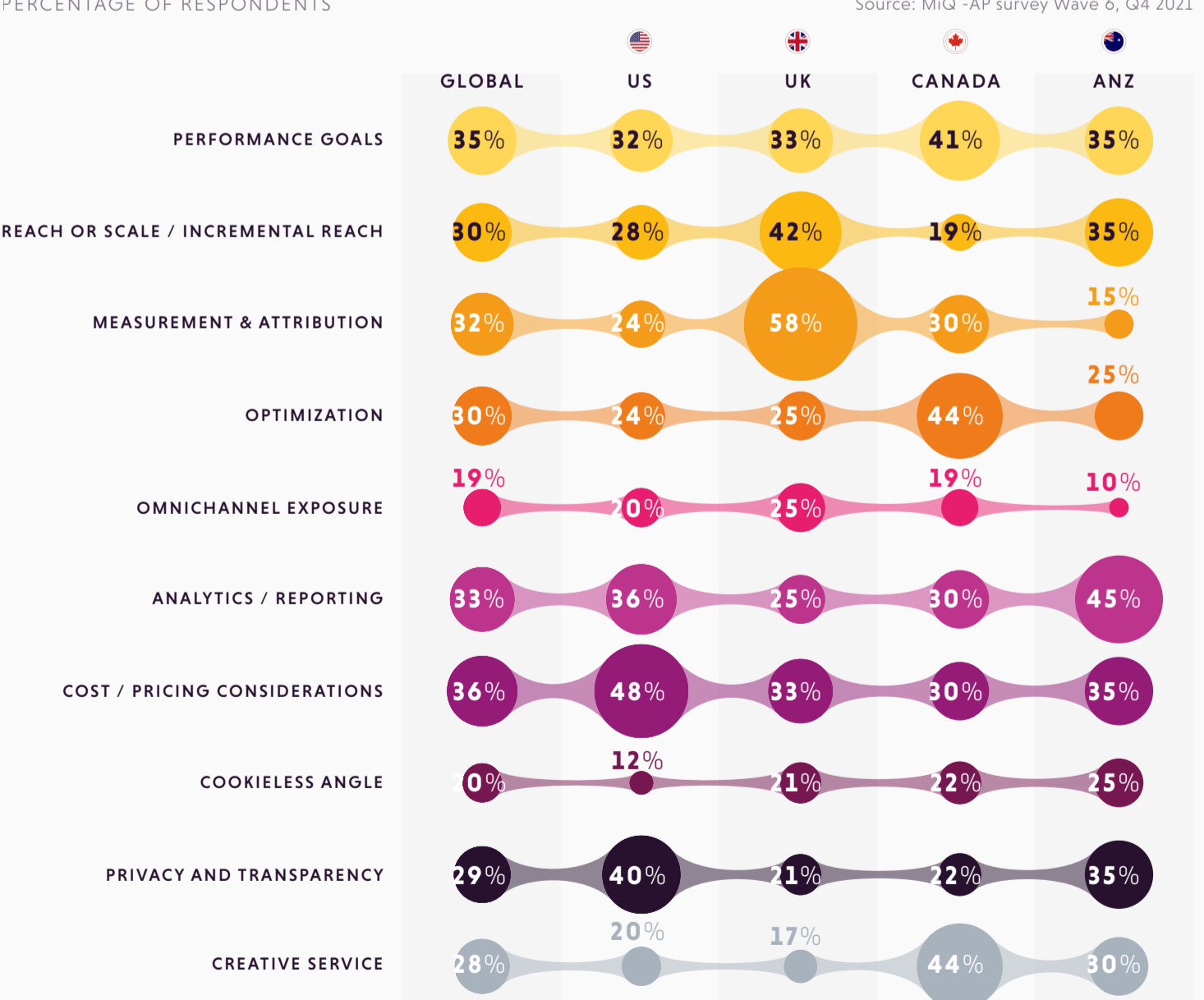
Cost and performance top the list of what marketers are considering when looking for DOOH partners. Although challenges around measurement and analytics to optimize campaigns are also common with marketers globally. For marketers looking to explore this as a new avenue, creatives are also a major pain point as they grapple with the different creative formats and solutions.



KEY CHALLENGES AROUND DOOH CAMPAIGNS

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021



Planning is hard. That's why we wanted to give you a peek into what challenges marketers around the world face when it comes to programmatic display campaigns. The predictions can help you see where your focus for 2022 should be.

Having a tough time with your 2022 planning? We get it, there's no one way to conquer programmatic planning or to get effective results. That's why chatting with a trusted media partner can help, get in touch with our team of programmatic experts.

Get started by reaching out to us at wearemiq.com/contact or contact your MiQ representative.