

Features & Benefits

Delivery

Effortlessly deliver and distribute creative, ensuring the right content is delivered to the right screen, with the right scheduling instructions.

- Smarter management for classic and digital OOH creative assets
- A single platform for media agencies, creative agencies, media owners and brands
- A comprehensive and up-to-date OOH specification database
- Automatic asset verification prior to distribution
- Creative re-sizing production services available on request
- Sophisticated and automated creative assignment and allocation
- Scheduling copy instructions based on time, day and rotation
- Delivery and approval confirmation receipt
- Automated workflow notifications
- Auto-scheduling and self-serve content capabilities
- Campaign creative storage for 12+ months
- 24/7 support team

Data

Independently track and verify every play, on every screen, at every location for the duration of your campaign.

- Fully independent 3rd party play-out verification
- Complete transparency and accountability into campaign performance
- Industry first play-out standardisation
- Monitor campaign delivery in-flight with real-time play-out reporting
- Automated delivery notifications at pre-agreed thresholds
- Report on every DOOH screen in the UK
- View campaign performance by vendor, screen or hour play-out granularity
- Seek play-outs by creative execution
- Automatically generate and download PCAs
- Campaign data storage for 12+ months

Performance

Monitor, measure & report on campaign delivery in real-time to analyse your campaign performance and maximise results.

- Market-first insights into DOOH performance
- Powerful data analytics tool for advertisers and agencies
- Report on audience impression data
- Bespoke and customisable performance visualisation tools
- Fix issues in real time with delivery notifications and error reporting
- Report on the true media value achieved against the campaign booking
- Create a post-campaign analysis report at the click of a button