

An Introduction to

Digital Out-of-Home

OUR
TECH
YOUR
FUTURE



Clear Channe

ARCH



vistar media

Vistar Media is the home of out-of-home.

OOH campaigns inform, entertain, attract - and they can change the course of someone's afternoon.

At Vistar Media, we facilitate that serendipity hundreds of thousands of times a day.

**Data-driven
and delightful**

**Blend in
and stand out**

**In the world
and in the
moment**



**Beloved and
effective**

**Timeless yet
innovative**

**The most
human channel**



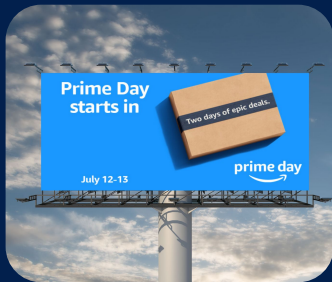
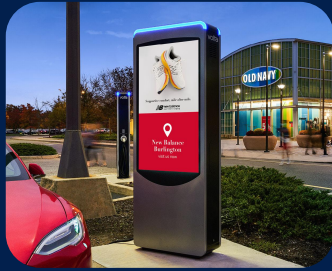
Impact, meet efficiency.

We focus on giving marketers the advantage to tell stories that delight and deliver at scale. Now you can amplify the emotion of visceral storytelling with real-time, data-driven programmatic precision.

Connect with your audiences...



...in any moment, on every screen out there.



The leader at the start, and today

Vistar Media has a tradition of transformation. We started this all back in 2012, and we're still redefining what's possible in OOH every day.

Vistar's founders pioneered digital programmatic tech, developing the first DSP for online ads, later acquired by Google and evolved into DV360.

Recognizing the untapped potential of out-of-home advertising, we saw an opportunity to revolutionize this traditional medium with programmatic technology.

OOH faced challenges like fragmented buying, minimal automation, and data scarcity - prompting us to lead its transformation.

And solutions to enhance the entire OOH ecosystem.



A programmatic marketplace, bringing data-driven OOH campaigns to life.

Enterprise tech to run sophisticated networks of digital screens.

Powering through partnership

Vistar's SSP is the elite ally to the largest media platforms in the world, providing a bridge that unites OOH with diverse advertising channels.

Our team is here to help you navigate this landscape, so you get the best result possible.



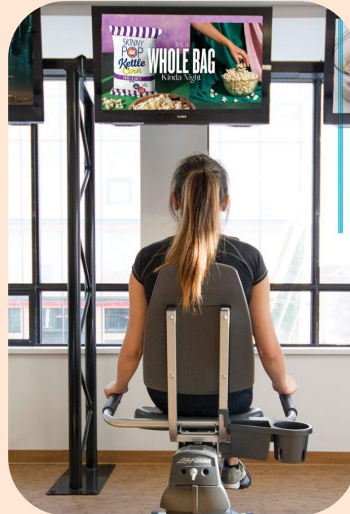
Greater reach, more diverse inventory



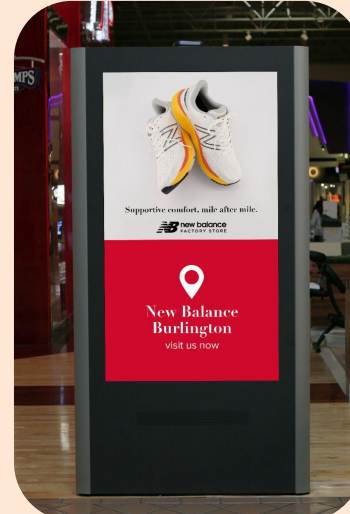
34+
media owners



80%
video friendly



248
Canada cities



27
countries

- Airports
- Bars
- Billboards
- Casual Dining
- Convenience Stores
- Colleges & Universities
- Dispensaries
- Doctor's Offices
- Gas Stations
- Gyms
- Hotels
- Liquor Stores
- Malls
- Movie Theaters
- Office Buildings
- Pharmacies
- QSR
- Recreational Locations
- Retail
- Salons
- Schools
- Sports Entertainment
- Street Furniture
- Taxis & Rideshares
- Transit Stations
- Urban Panels
- Veterinary Offices

Media in the real world, everywhere it matters



Outdoor
Large Format



In-Store
Place-Based



Point-Of-Sale
Place-Based

On the journey and at the destination



Path to Purchase

Billboards, Urban Panels, Transit, Gas Stations, Malls, Doctor's Offices, Office Buildings, Gyms

Point of Purchase

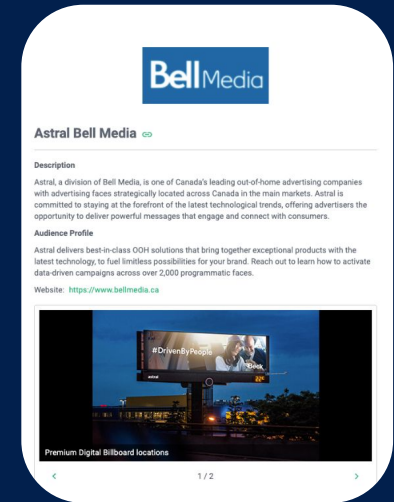
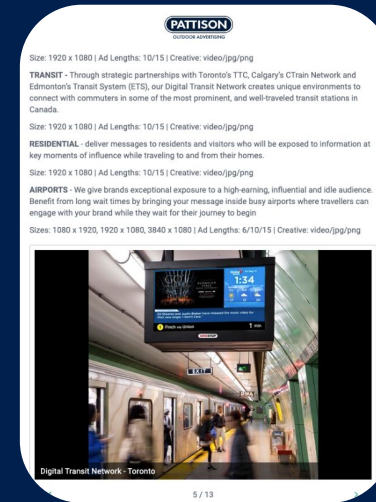
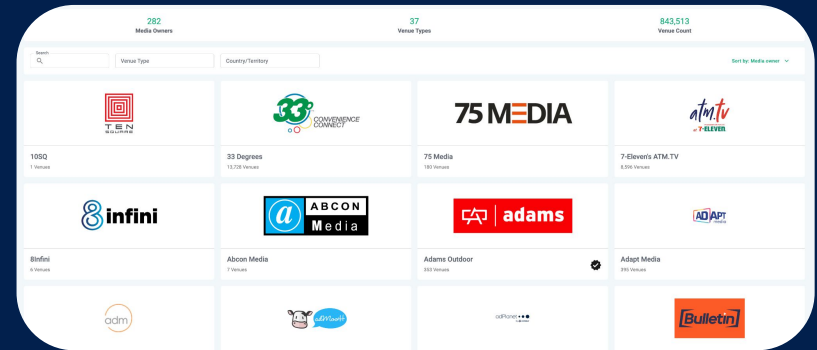
Big Box Retailers, Convenience Stores, Grocery Stores, Pharmacies

Inventory Discovery

Discover our media owner partners with ease through our Inventory Discovery feature.

Highlights:

- Search for specific media owners or filter networks by venue type
- Detailed card for each media owner including logo, screen details, audience descriptions and inventory photos
- Summary metrics for media owners, venue types and overall number of venues
- Network information provided directly by the media owners themselves
- PMP contact details & easily shareable profile links for seamless collaboration



Make an impression

DOOH is a 1-to-many medium, so Vistar has built an impression multiplier, ensuring accurate reflection of the potential audience of each ad placement.

Third-party auditors like Geopath provide media owners with verified impression data, guaranteeing proper credit for every delivered spot.

geopath



When an ad call occurs, our server assigns an impression value to that spot, so buyers can forecast and plan DOOH campaigns based on reliable impression counts.

But how do you ensure these are the right impressions?

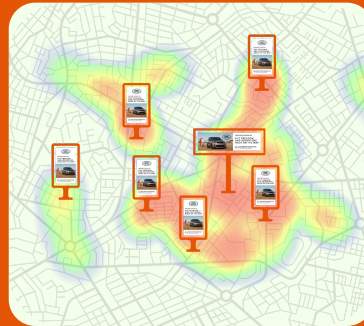
Four Simple Steps to Success



Define



Analyze



Activate



Provide Accountability

It starts with location

Vistar uses location data to analyze consumer movement patterns and create audiences based on the places they visit.

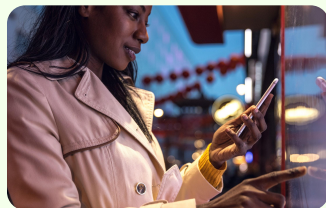
We can use location data to create the movement patterns of audiences based on a variety of data sources.

Behavioural Patterns



Vistar analyzes consumer movement patterns to create audiences based on the places they visit - allowing brands to reach their target personas as they move throughout the day.

1st & 3rd-Party Data



We can link our location data to your 1st-party data (“I want to target my loyalty card customers”) or 3rd-party data (“I want to target fast food mobile app users”).

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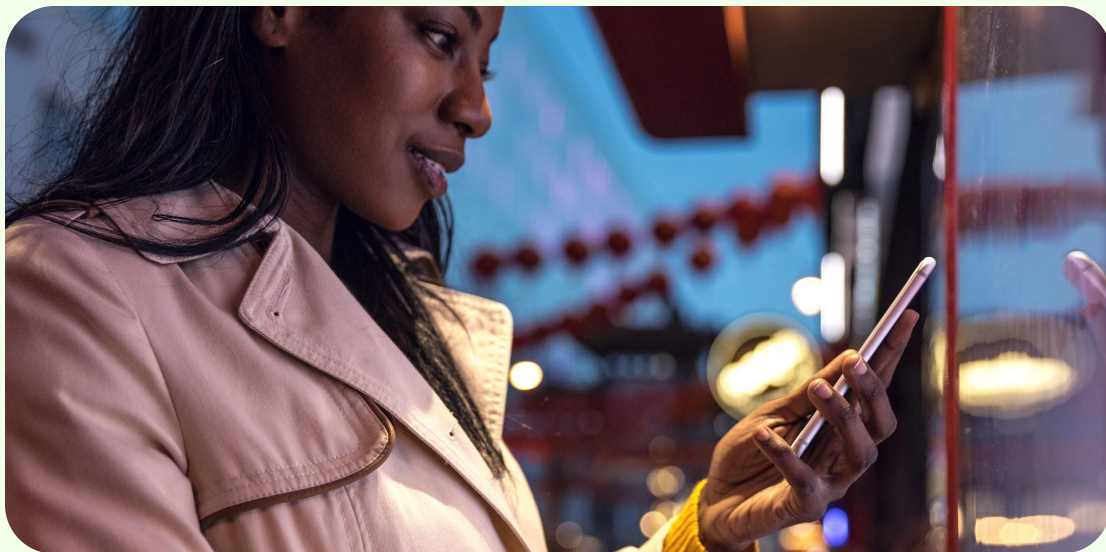
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We can use location data to create the movement patterns of audiences based on a variety of data sources.

Behavioural Patterns

1st & 3rd-Party Data

We can link our location data to your 1st-party data (“I want to target my loyalty card customers”) or any 3rd-party data set (“I want to target food delivery app users”).



Trusted experts, at your service

We provide numerous pre-built audience segments in collaboration with trusted data providers for omnichannel campaigns, enabling you to expand your brand's audience strategies into DOOH.

9,000+
Audience Segments Globally

130M+
Points-of-Interest Globally

DIRECT INTEGRATIONS

FOURSQUARE

ENVIRONICS
ANALYTICS

dun & bradstreet

adsquare

eyeota
A Dun & Bradstreet Company

datonics

3RD PARTY DATA EXTENSIONS

comscore

start.io

bombora

experian™

33 across

ZEOTAP

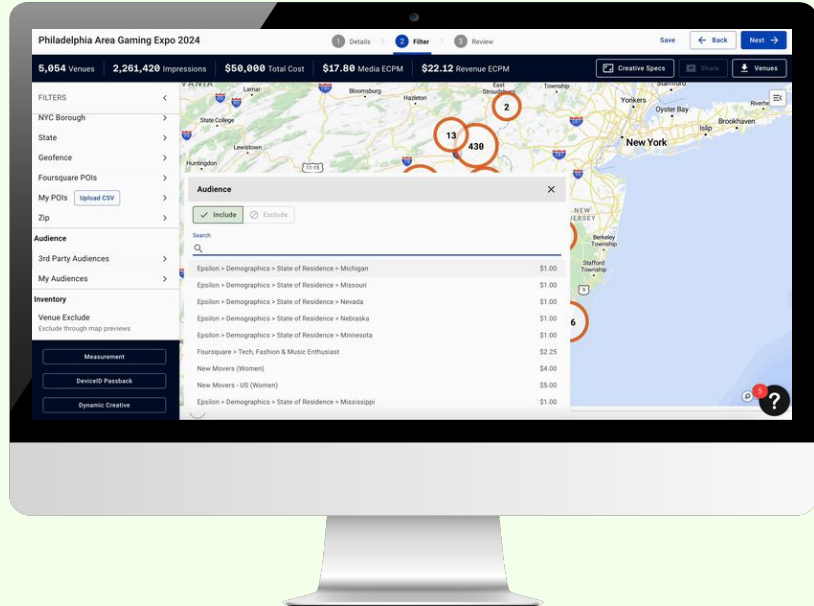
Gravy
ANALYTICS

Nielsen



From movement to media

Precise planning, in action



Maximize ROI: Your ads only run where they will most efficiently reach your audience, eliminating wasted media spend.



Many contexts, major impact: Reaching your targets across a variety of venue types integrates your message into many moments throughout their day.



Your strategy on any channel: Apply the audiences strategies that work best for your brand's omnichannel programs, now in DOOH.

Additional targeting tactics

We bring the ease of targeting to out-of-home, so marketers can readily apply consistent strategies across all channels.

And, unique to out-of-home, buyers can use the contextual relevance of venue types - such as gyms, malls, office buildings or doctors' offices - to reach their intended audience in specific locations.

Time of Day or
Day of Week



Geography
(postal codes; cities)



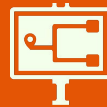
Point Radius
(distance around POIs)



Weather Triggers
(local conditions)



Dynamic
(real-time creative)



Bringing Creatives to Life



With targeting & dynamic tech so ad creatives seamlessly blend into the environment, tools that streamline your creative workflow, and a team of experts ready to support, Vistar helps bring the art of advertising back into programmatic.

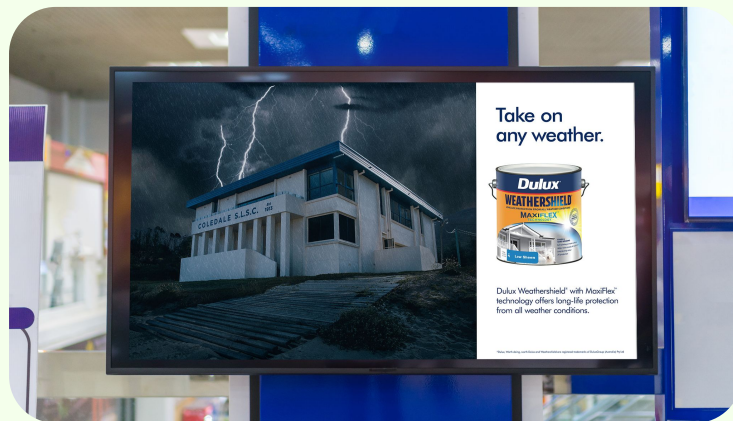
Weather targeting

Matching your ad creatives with the right weather helps your ads feel like a natural part of the surroundings, and lets you speak with direct relevance to the moment.

Target based on environmental conditions from The Weather Company, proven to influence customer behavior.

200+ in-platform triggers available, including:

- Heavy rain
- Very cold
- High pollen count
- In-store shopping
- Online delivery
- Skin care sales




The
Weather
Company



Dynamic OOH

Serve the most relevant ad content to viewers on every single digital out-of-home ad play - across the entire global DOOH inventory landscape.

WEATHER

COUNTDOWNS

SPORTS

NEAREST STORE

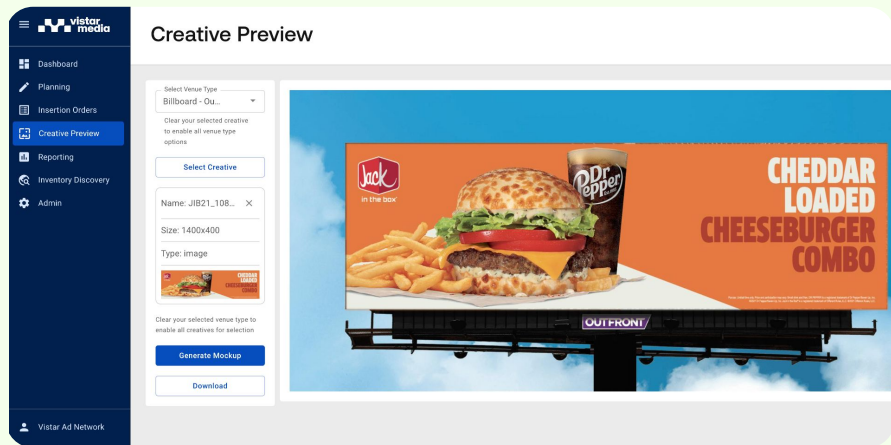
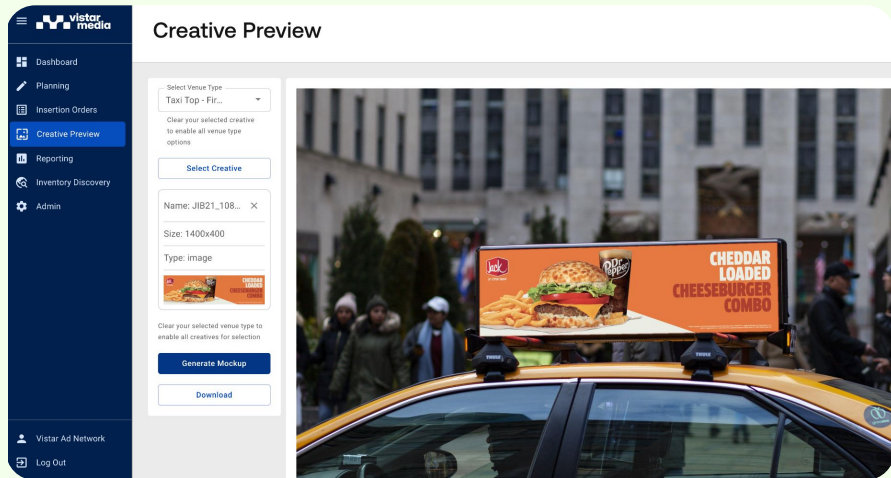
UPCOMING EVENTS



Creative Preview Tool

NEW! "Picture this" - imagination is great, but sometimes it's nice to have a little help. With the Creative Preview tool, you can get a sneak peek at how your ads will look on real screens.

Generate instant, realistic mockups for over 20 DOOH venue types. It's easy to download and share these creative previews, making collaboration with your team and clients a breeze. "



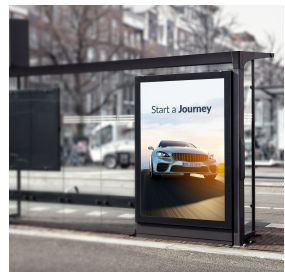
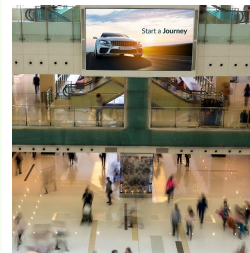
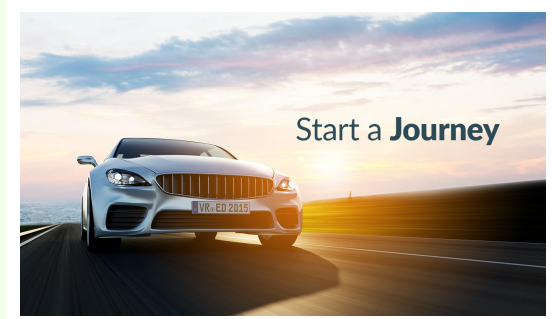
Integrated creative support

Don't have dedicated resources to build creatives for digital out-of-home? We've got you.

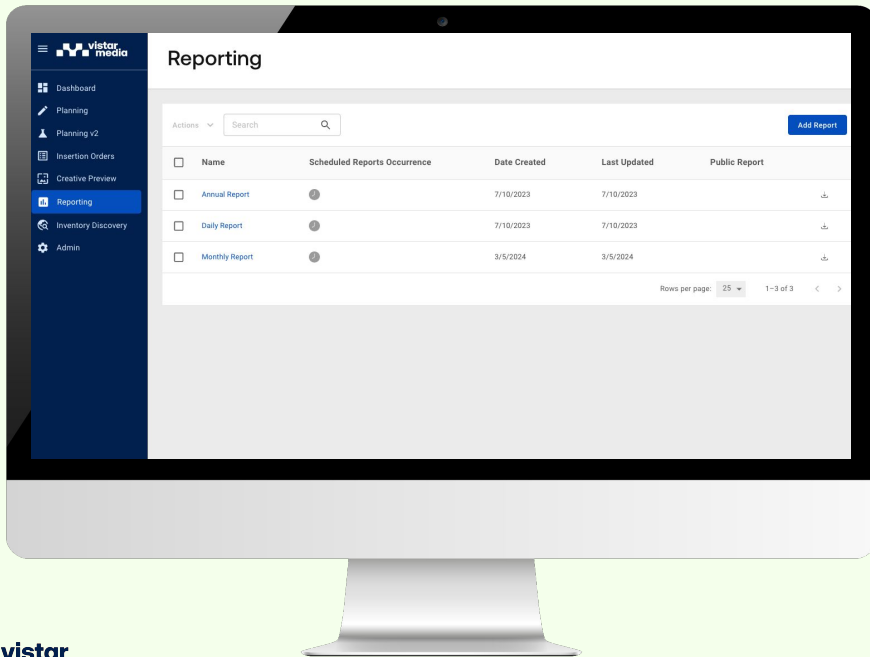
Our platform automatically transcodes your digital assets, adapting them for widespread use across varied formats. Whether it's a static image that speaks volumes or a video that really tells a story, we make sure it displays perfectly.

The 3 main DOOH formats include:

- 1920x1080
- 1080x1920
- 1400x400



Reliable, Real-Time Reporting



Vistar provides instant insights into campaign performance. Tailor reports to focus on what you care about most, whether that's viewing performance by venue locations, cities or creative variations.

Explore detailed analytics to hone in on the data crucial for your campaign's success:

- Impression delivery & spend by hour
- Market and venue type
- Data costs
- Revenue tracking
- Media owner and venue location

Device-ID Passback & Retargeting



To boost campaign impact, easily identify and reach audiences across both digital out-of-home and personal devices.

Target your audience with impactful messaging on digital out-of-home screens, then extend the influence of your campaign by engaging that audience on mobile, display, audio, CTV, etc.

Results: from awareness to the bottom line

OOH has historically been limited to use as an awareness driver. Not anymore.

We have built a robust suite of measurement solutions that makes it easier than ever to evaluate the impact of your campaign on consumer behavior by measuring and analyzing how audiences were exposed to your ads.

FOURSQUARE



dynata™

lifesight

toluna*

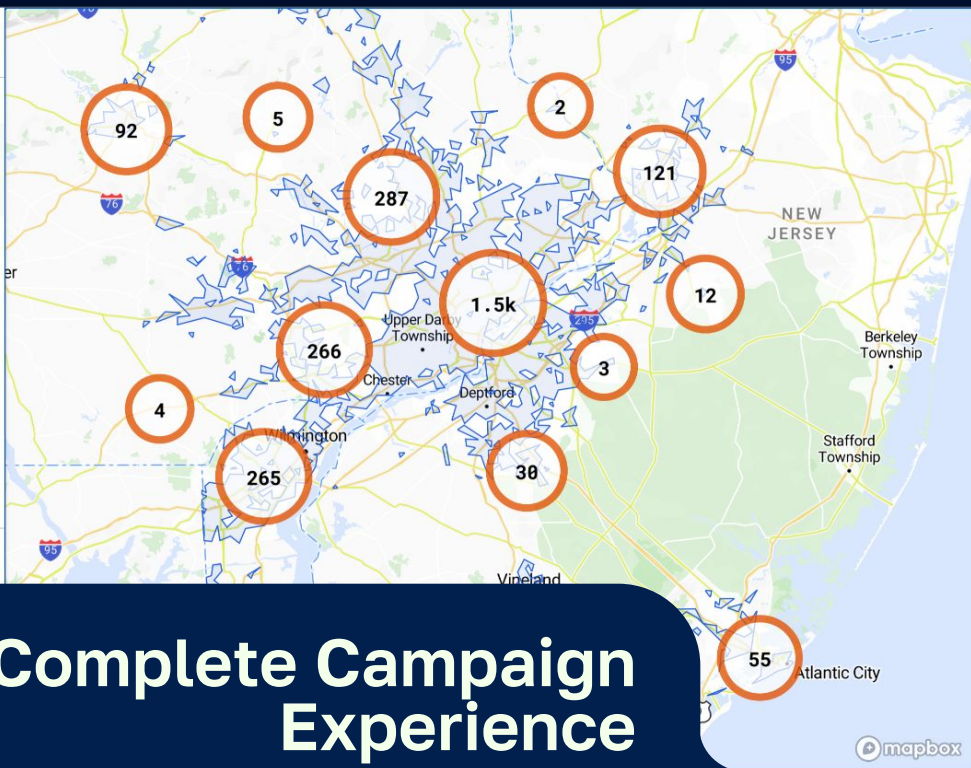


2,949 Venues | 2,073,828 Impressions | \$50,000 Total Cost | \$17.80 Media ECPM | \$24.11 Revenue ECPM

Creative Specs | Share | Venues

FILTERS <

- Geo
- DMA >
- Philadelphia, PA
- Neighborhood >
- NYC Borough >
- State >
- Geofence >
- Foursquare POIs >
- My POIs >
- Zip >
- Audience

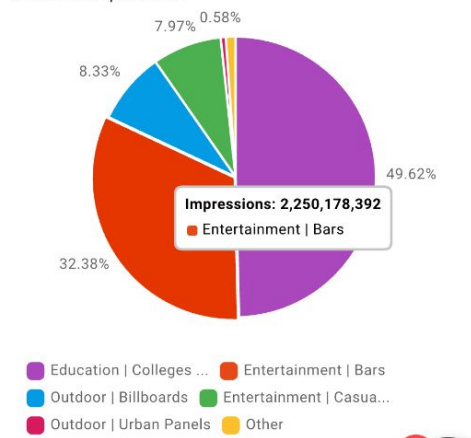


Insights Summary >

Venue Type Impressions

6,950,094,114

Available Impressions



A Complete Campaign Experience

Total transparency, flexible transactions, power tools for power users and seamless sharing to help you tell and sell the story of your campaign.

Transparent, Flexible Buying Types

Execute campaigns your way, with full clarity on your buy.

Open Exchange

- Access to scale across all inventory types
- Best application of an audience-based buying strategy
- Great for extending your strategies across mobile and other channels
- Full transparency by media owner & lat/long & ability to include/exclude by media owner
- Include multiple/all media owners within a category without additional setup work

Private Marketplace

1:1

- Priority access to high-demand inventory
- Great for choosing specific placements that fit your campaign goals
- POPs available from select media owners

1:Many

- Pre-packaged deals that don't require negotiations
- Great for buying custom packages of inventory put together by media owners
- Access to select inventory not available on the open exchange

Media owners can set PMP priority to ensure campaigns deliver ahead of all other campaigns, perfect for buyers seeking a guaranteed solution.

Everything you need in one platform

Planning your DOOH campaigns shouldn't be complicated. No minimum spend or complex flight lengths - just complete control to customize your campaign precisely. Our platform goes beyond the basics to ensure your message hits the right notes.

Need to manage margins? Our built-in calculator has you covered, and with recommended allocation, our expertise is at your service.

Share and collaborate effortlessly with exportable mapping, and when your plan is ready, activate it seamlessly.



Day Parting



POI & Audience Targeting



Inventory Targeting



Allocation Insights



Exportable Mapping



Delivery Insights

Accurate forecasting

Forecasting isn't just prediction; it's critical preparation for success.

Our DSP can accurately predict the delivery of your planned campaign, because we analyze ad requests right down to the individual venue locations.

We also determine the creative assets required for the variety of screen types in your campaign, ensuring you're fully equipped pre-launch.

Philadelphia Area Gaming Expo 2024

713 Venues 2,204,763 Impressions \$25,000 Total Cost \$7.37 Media ECPM \$11.34 Revenue ECPM

Metric (7 selected) Group By (1 selected) Export Plan Update Table

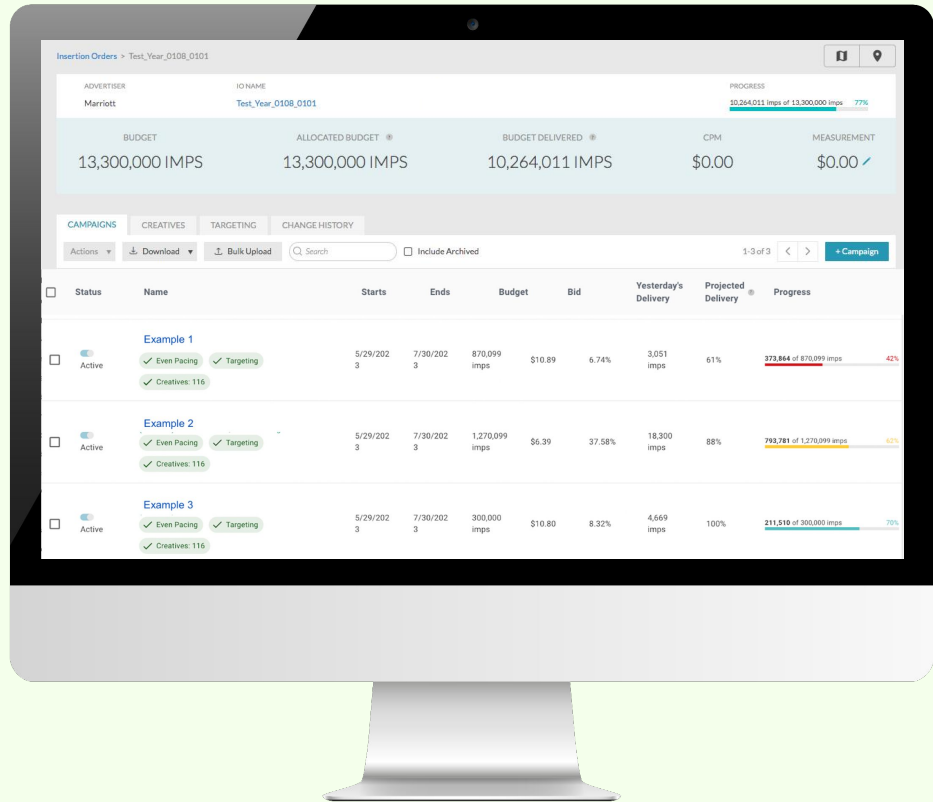
Venue Type	Venues	Available Impressions	Available Media Cost	Allocated Impressions	Allocated Media Cost	Revenue	Suggested Bid
Retail/Pharmacies	12	2,280,180	\$11,514.85	331,782	\$1,675.50	\$2,840	\$6.09
Retail/Convenience Stores	10	179,067	\$904.27	179,067	\$904.29	\$1,533	\$6.09
Retail/Grocery	26	2,120,365	\$10,116.53	331,782	\$1,675.50	\$2,840	75% - \$6.09
Retail/Gas Stations	93	3,499,393	\$31,424.25	341,002	\$3,062.20	\$4,527	\$10.80
Outdoor/Urban Panels	192	17,707,813	\$177,962.73	343,513	\$3,452.31	\$5,002	\$12.09
Outdoor/Billboards	53	75,984,851	\$443,916.06	334,104	\$2,017.99	\$3,257	100% - \$7.28
Retail/Malls	327	7,896,537	\$31,056.00	343,513	\$3,452.31	\$5,002	100% - \$12.09
	713	109,668,206	\$706,894.69	2,204,763	\$16,240.10	\$25,000	

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Delivery: Always Reliable

Rely on Vistar for precise campaign delivery, handling complexities like operating hours and creative approvals. Unlike other DSPs, we address DOOH nuances, preventing pacing issues such as delivery spikes.

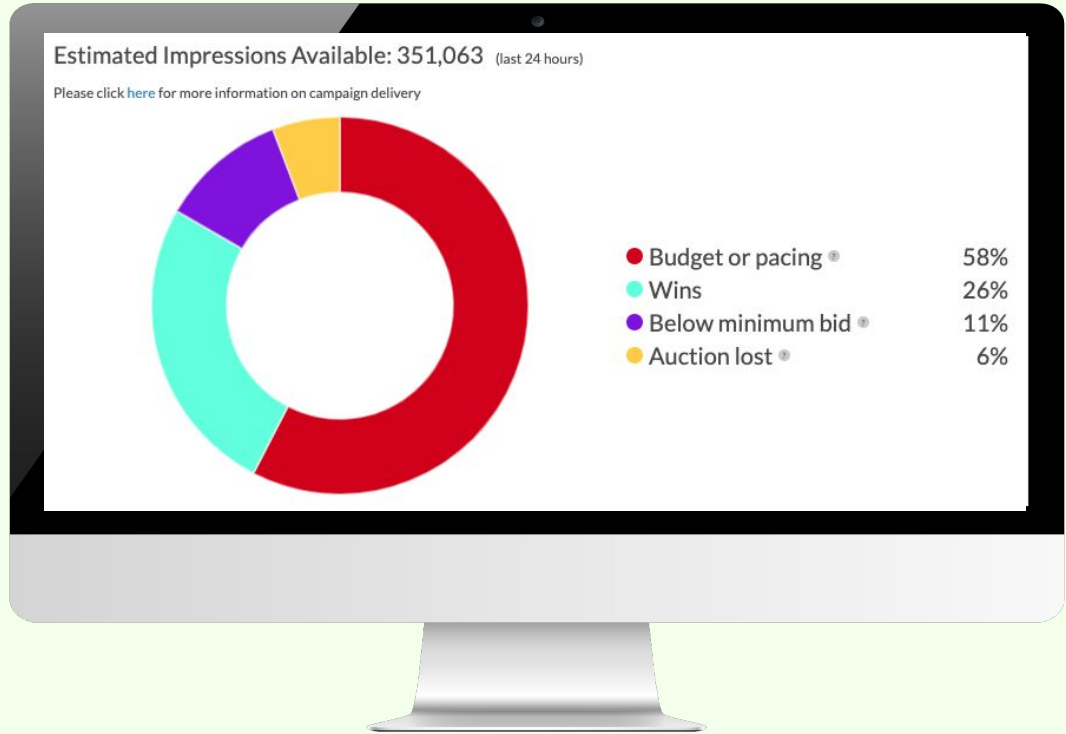
Our advanced budgeting algorithms ensure campaigns pace and deliver as intended by using billing events.



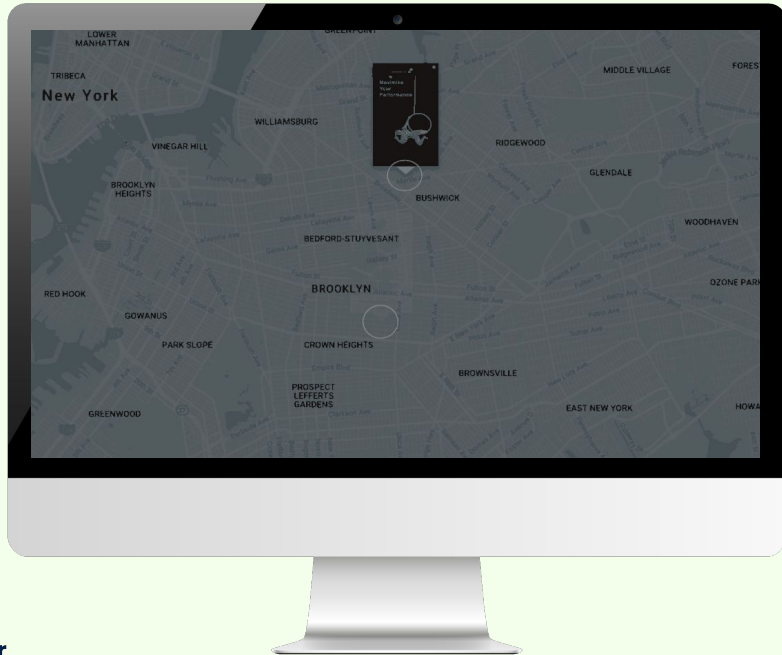
Delivery: Optimize at Will

Our delivery optimization tool gives you a clear visual breakdown of impressions, making it a breeze to spot optimization opportunities.

If your campaign is under-delivering, our tool takes the guesswork out by revealing insights on how to diagnose and adjust settings for more wins.



Detailed delivery visuals



Spotstream offers real-time visualizations of campaign delivery, showing a map with every creative displayed during the duration of your campaign.

Detailed delivery visuals



Detailed post-campaign spatial delivery insights showcase how your campaign plan translates to real-world delivery.

Easily see where your impressions were delivered, across venue types and other key metrics.

Vistar Academy

Educate

Access comprehensive courses covering programmatic OOH fundamentals, data-driven strategies and campaign best practices.

Evolve

Deepen your knowledge with specialized programs on programmatic buying, data analysis and advanced creative techniques.

Accelerate

Earn industry-recognized certifications and propel your career forward with our Accelerate programs.



ACCELERATE:
Foundations of DOOH

CERTIFIED BY
 **vistar
media**

**The real world is ready
for your brand.**

We'll see you out there.



Large Format



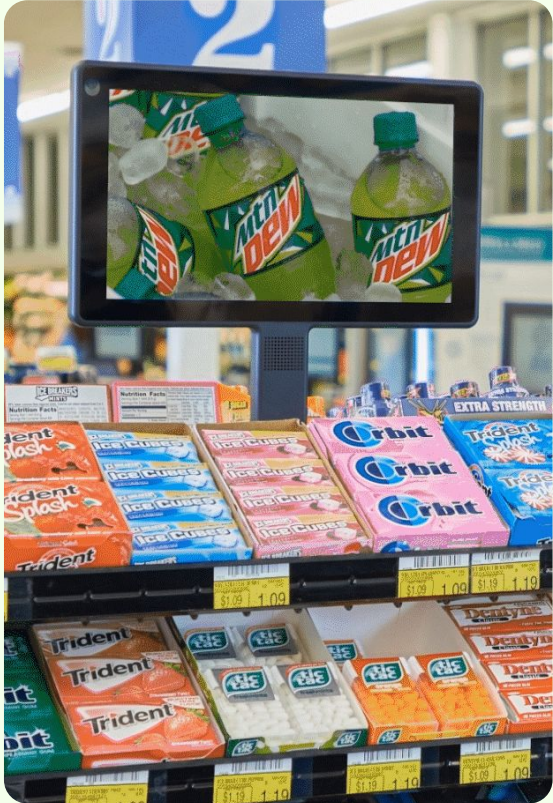
Premium Street Level



Transit

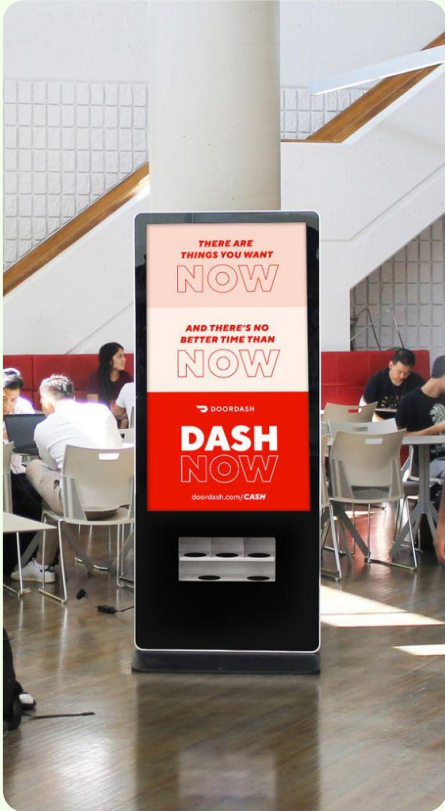
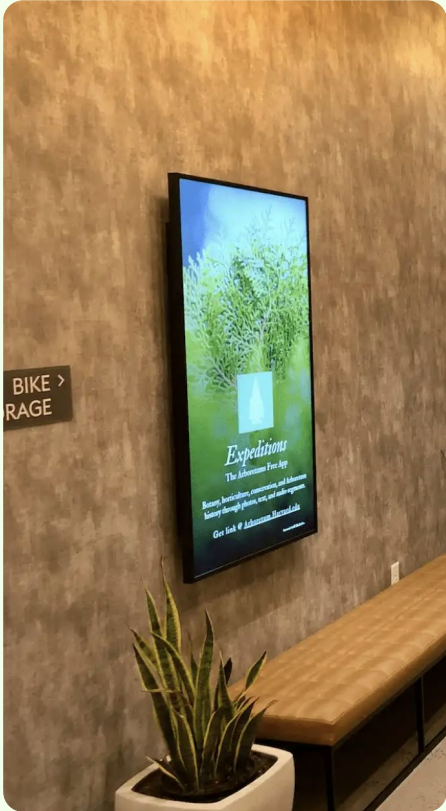


Point of Purchase



Grocery Stores, Convenience Stores, Big-Box Retailers

Place-Based DOOH



Retail, Residential, Office Buildings, Entertainment, Dining and More