

5 Ways DOOH Will Level-Up Your Next Campaign

Digital Out-of-Home (DOOH) is no longer just a complement to traditional media—it's a powerful, **data-driven channel that amplifies performance** across every stage of your campaign. From precision targeting to measurable ROI, here are five reasons DOOH deserves a spot in your media mix:

1 EFFICIENT, PRECISE TARGETING

- Heavy-up support against highest-value audience segments - without wasted spend.
- Enhances omnichannel strategies by efficiently boosting your campaign's ability to reach & re-engage core targets, improving frequency & impact alongside mass-reach channels.

2 ADD SCALE WHERE & WHEN IT MATTERS

- Reach consumers throughout the buyer journey, from awareness to conversion.
- Deliver messages in the right place and moment of influence.
- Target by location and context: at the office, during the workday, in proximity to retail, or near key points of interest.

3 ELEVATED ENGAGEMENT

- Unlike mass-reach media that blends into the background, DOOH integrates naturally into daily "pause points" where audiences are more attentive.
- Higher attention leads to influenced consumer action; A recent OAAA consumer survey verifies that 76% have recently taken action after seeing a DOOH ad.

4 MEASUREMENT & ROI

- DOOH delivers verified performance with 3rd-party impression measurement giving advertisers confidence in ROI.
- Robust attribution solutions that tie DOOH impact to real business outcomes and align seamlessly with your omnichannel attribution models.

5 TURNKEY ACTIVATION

- Flexible buying options: direct or programmatic.
- Seamless add-on to existing media strategies without added complexity.

BOTTOM LINE: DOOH levels up your campaign where it matters most by precisely targeting audiences in contextually relevant spaces that deliver elevated engagement and measurable ROI.

GET STARTED TODAY!

Captivate is a DOOH leader with 22K screens in premier office towers & residential properties. Verified by Adelaide as a **high-attention** channel, Captivate outperforming OOH, TV, and digital.

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