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MEDIA RELEASE

oOh!media Limited
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oOh! launches global-first data proposition connecting advertisers with 25% more buyer audience

Advertisers will be given the unrivalled ability to precisely engage consumers during their journeys through oOh!'s powerful new offering, Smart Reach, launched today as the company rebrands its data and insights capability, oOh! DataScience.

The global-first data proposition of its kind, Smart Reach combines the most robust anonymised data sets available, enabling advertisers to maximise their media spend and reach 25% more buyer audience through unmatched targeting across the media landscape.

oOh! CEO Brendon Cook said Smart Reach ensures brands are targeting the right audience and provides access to more than 500 specific audience segments based on buyergraphics, demographics, psychographics and consumer behaviours.

“Our data partners and data scientists have combined trillions of data points including 2.5 billion banking and purchase transactions annually and more than 3 billion geo-signals from mobile devices to tell a powerful story of who Australians are based on what they buy, and where they go and spend time in addition to where they live” he said.

“The granular level of data enables razor sharp targeting to audiences who are more likely to buy – delivering on average 25% more buyers in fact for advertisers putting their message in front of more of the right people.

Mr Cook said on top of reaching consumers where they live and work, Smart Reach means brands can have their campaigns optimised and delivered across oOh!'s 35,000 strong network based on actual consumer journeys.

“Enabling audience rich and location specific data across the entire oOh! network means brands can use the best format, at the right location, at the right time to create a truly unmissable campaign,” he said.

“And through our access to exposure data we can ensure they are getting more ‘one-plus reach’, which according to Analytic Partners’ most recent ROI research, drives significantly more ROI, as does campaigns that use multi-formats across the audience journey, with the combination of TV, Digital and Out of Home driving a 27 per cent increase on top of the ROI delivered by each medium separately.”

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oOh! Chief Customer Officer David Scribner said Smart Reach enables brands to find the most powerful combination of oOh!'s network of assets and formats to maximise campaign performance.

“With Smart Reach, if an advertiser decided they wanted to target audiences based on their behavior – for example those who frequent entertainment precincts - we are able to identify the areas people came from to attend the event, how they got there and where they went afterwards to target those audiences across our locations,” he said.

“When combining our transactional and mobile data, we now deliver stronger ROI results by understanding the performance personality of each of our assets and applying that at scale for advertisers.

Mr Scribner said Smart Reach means advertisers can now plan, optimise, buy and create campaigns that engage more of their target audiences than ever before.

“It is about giving advertisers more audiences for their investment and ultimately by delivering a better return for advertisers, we will see our share of the advertising pie increase.”

Mr Cook said the introduction of Smart Reach is a significant milestone in oOh!'s ongoing commitment and investment in its data and insights strategy and is a game changer for the industry as a whole.

“Launching Smart Reach and the rebrand to oOh! DataScience has been four years in the making and is the result of more than 20,000 hours of development,” he said.

“Our continued investment in the evolution of data and developing ways to use it within the business will help power our client performance over 35,000 assets across Australia and support our goal of oOh! as a priority media partner.

“The offering and the fact that we can now provide advertisers with the optionality to get to their audiences more effectively than any other media will play a big role in growing the Out of Home sector over the next few years.

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About oOh!media: oOh!media is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!'s diverse network of more than 30,000 locations across Australia and New Zealand

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including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, gyms, bars and universities and integrating with experiential, social, mobile and online - helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as leading technological innovation, to give advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.

