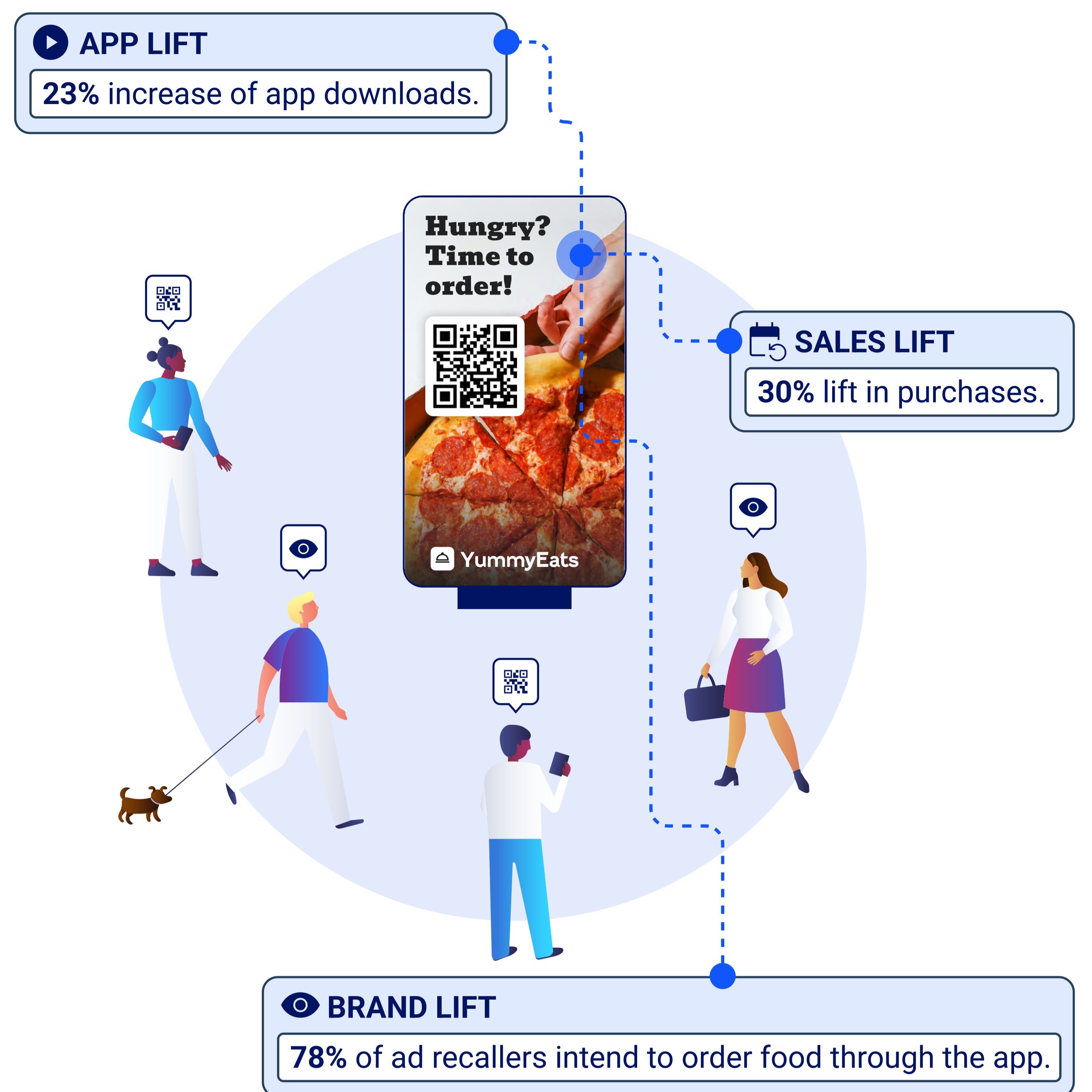


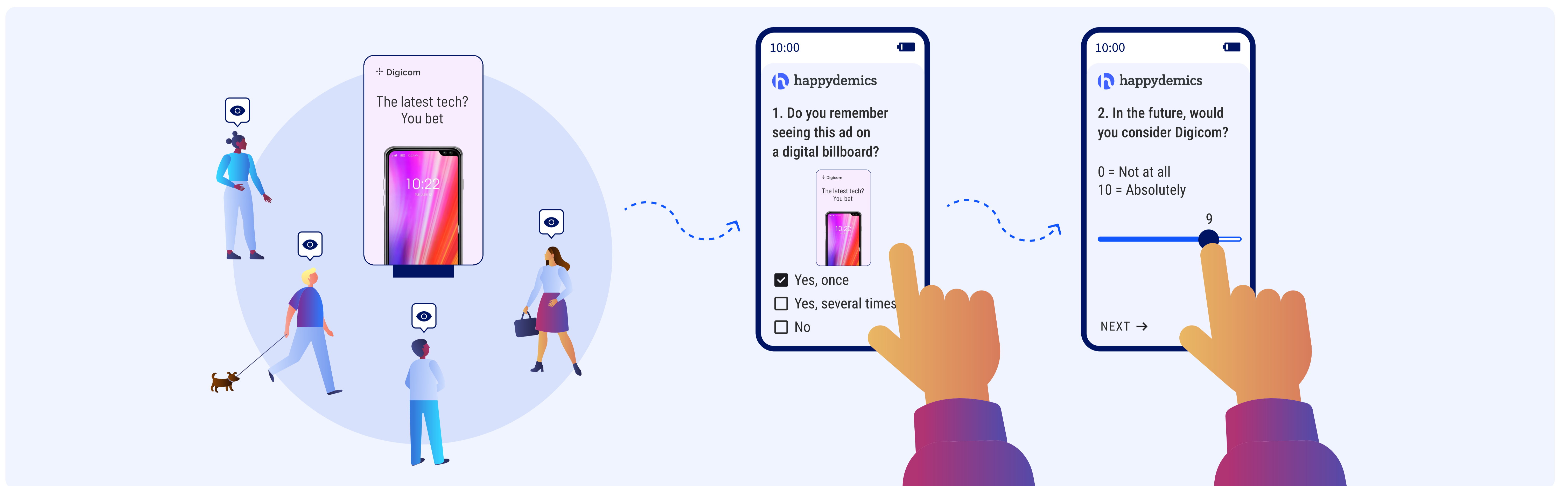
# From Awareness to Conversion: A QUICK GUIDE TO DOOH ATTRIBUTION SOLUTIONS

Thanks to advancements in data and attribution technologies, digital out-of-home (DOOH) advertising has become more measurable than ever. With solutions available for every campaign goal, marketers can now confidently track performance and optimize their strategies across the customer journey.



This resource provides an overview of key attribution tools, organized by campaign goals, to help you measure and maximize your DOOH efforts.

## BUILD BRAND AWARENESS WITH Brand Lift Studies



- What It Measures** Campaign impact on brand metrics.
- When to Use It** Your goal is to increase brand visibility or promote a new offering.
- KPI** Lift in ad recall, attribution, brand image, preference, consideration and intent post-ad exposure.

**Example**



**How Sea-Doo & Touché! Agency's first digital OOH campaign increased purchase consideration by +144%**

[READ THE CASE STUDY](#)

## DRIVE IN-STORE TRAFFIC WITH Foot Traffic Analysis



**What It Measures** The number of visits to physical locations after DOOH exposure.

**When to Use It** You aim to bring customers to brick-and-mortar stores or other physical locations.

**KPI** Lift in foot traffic, including location and time-specific metrics.

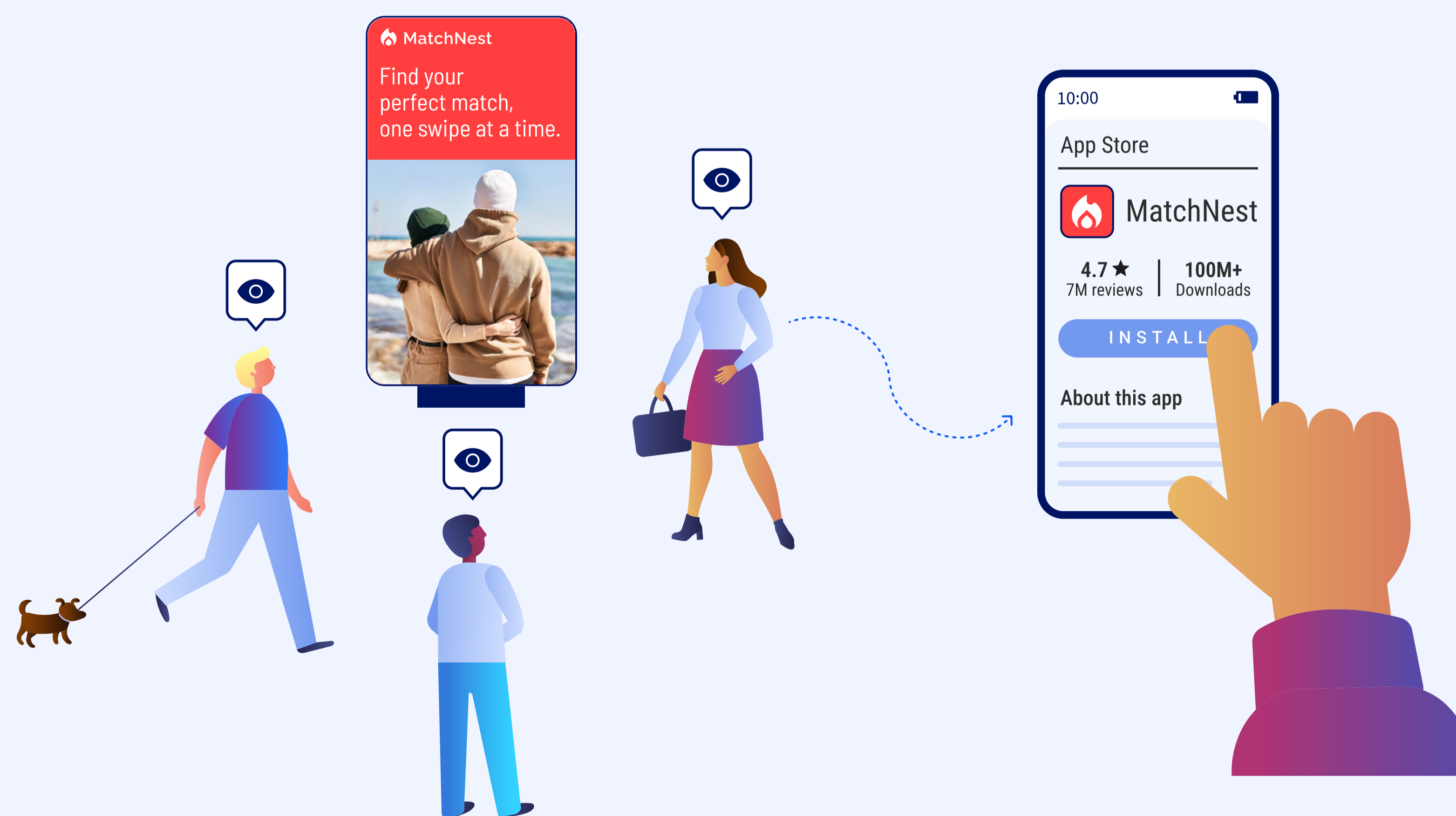
**Example**



**How Holt Renfrew & Havas agency's campaign drove 400,000 store visits with 200 strategically placed DOOH screens**

[READ THE CASE STUDY](#)

## DRIVE ONLINE ENGAGEMENT WITH Web & App Lift Studies



**What It Measures** Online behavior influenced by DOOH ads, including website visits or app downloads.

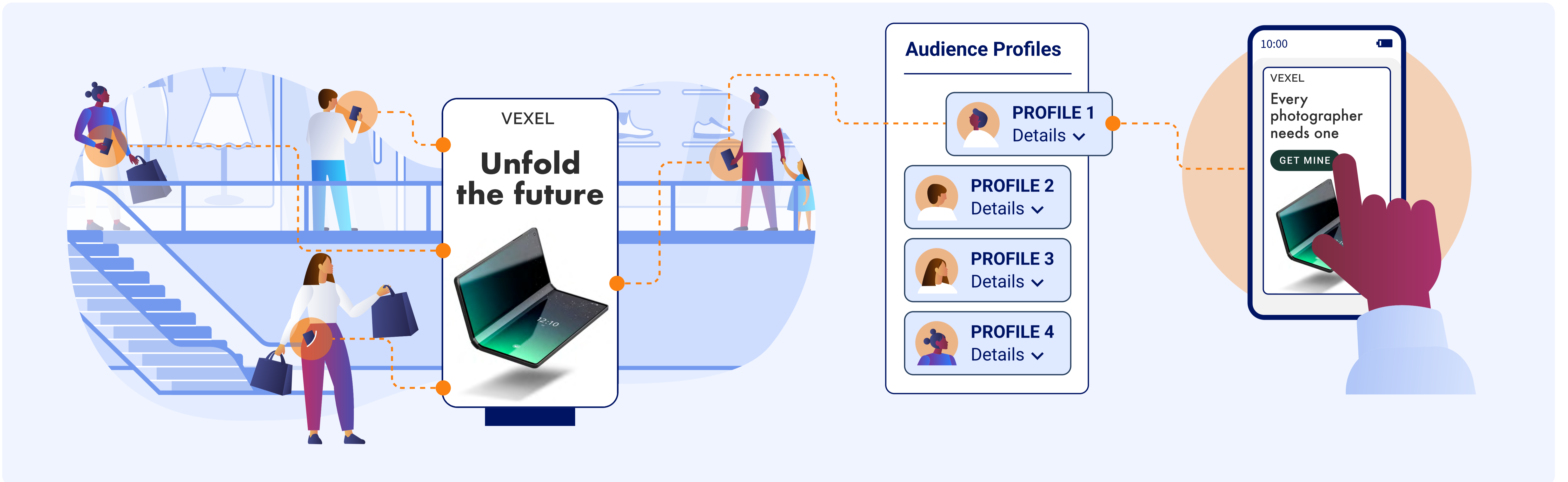
**When to Use It** You want to drive online traffic or app installs through your DOOH efforts.

**KPI** Website traffic, app downloads, engagement rate.

**How It Works** Using tracking pixels, brands can accurately measure how DOOH influences web and app engagement.

BOOST CONVERSIONS AND UNIFY OMNICHANNEL EXPERIENCE WITH

# Device ID Passback



**What It Measures** Tracks the mobile devices that come into proximity with DOOH ads and links them to subsequent online actions like website visits, app usage and purchases.

**When to Use It** You want to retarget individuals exposed to your DOOH ads across other digital channels.

**KPI** Cross-channel engagement, conversions and digital engagement metrics.

**How It Works** Device IDs are captured when mobile devices come within a specific range of DOOH ads. These IDs are then passed back to your other digital platforms, allowing for retargeting across online channels like social media or apps.



Broadsign empowers advertisers with the tools they need to launch, measure, and optimize their DOOH campaigns effectively, offering comprehensive attribution solutions for every campaign goal.

**LAUNCH A CAMPAIGN WITH BROADSIGN**



SEPTEMBER 10, 2024

**Out-of-Home data capabilities: A marketer's guide to measurement, attribution, and audience extension**

**CHECK OUT THE FULL GUIDE**

## Want a deeper dive into attribution for DOOH?

Learn more about the latest measurement and attribution strategies in DOOH, along with options for audience extension in this comprehensive guide.