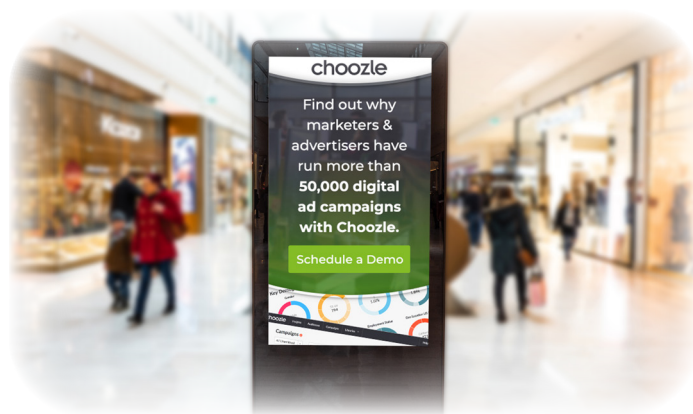


# Digital Out-of-Home

## What's Digital Out-of-Home?

Digital out-of-home (DOOH) is media that is displayed in environments viewable to the general public, such as digital billboards and screens found in businesses, shopping malls, and other highly-trafficked locations. Today, DOOH media can be purchased programmatically, providing advertisers more efficient and cost-effective access to this inventory than ever before.



## Digital Out-of-Home Advertising with Choozle

Choozle offers digital out-of-home campaigns for clients in a fully-managed capacity as a part of their Supported Solutions offering. Through our supply partners, Choozle has access to over 400,000 DOOH screens in a variety of different formats across North America. The inventory includes high-impact digital billboards as well as connected screens in:

<b>Bars</b>	<b>Restaurants</b>
<b>Hotels</b>	<b>Convenience stores</b>
<b>Gyms</b>	<b>Gas stations</b>
<b>Airports</b>	<b>Grocery stores</b>
<b>Shopping malls</b>	<b>Transit stations</b>
<b>Theaters</b>	<b>College campuses</b>
<b>Mountain resorts</b>	<b>Healthcare facilities</b>
<b>Office buildings</b>	<b>Taxis &amp; rideshares</b>

\*The offering allows for location-based, screen-specific targeting as well as the ability to layer on high-level consumer and demographic data, all with real-time performance reporting.

## Digital Out-of-Home Benefits

- DOOH ads can't be avoided by skipping through a video, closing a page, or using an ad-blocker.
- Studies have shown that DOOH ads are viewed as less intrusive and are more likely to be remembered in a favorable light.
- DOOH provides advertisers the ability to serve ads to targeted audiences when they are closest to the point of sale and most likely to engage.
- Viewers are less susceptible to ad fatigue when they are out of the home and 2.5x more engaged than when they are viewing a screen at home.
- DOOH inventory includes some of the largest displays in digital advertising, allowing greater opportunity for creativity and visual appeal.

**DOOH is part of Choozle's Supported Solutions and available with minimum spend requirement.**

These tactics can be implemented with the help of our account management team. Reach out to us to learn more.