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Location, Location & Microlocation

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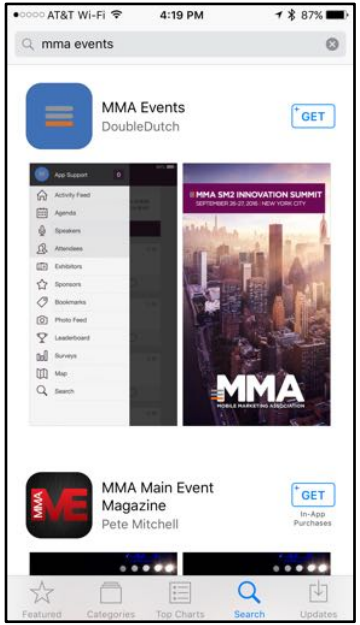


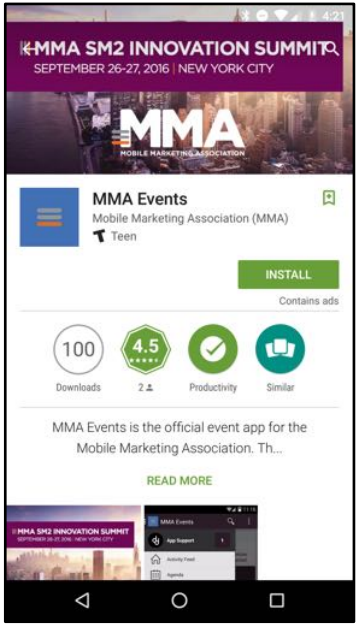
Evan Schwartz
COO Light Reaction

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OOH IS THE NEXT BIG DEAL
AND MOBILE IS THE KEY

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Digital OOH advertising will be an accepted part of an integrated digital media buy:

1. In 2017
2. In 2018-2019
3. 2020 or Later

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Precise footfall attribution will be a primary KPI of retailer marketing:

1. In 2017
2. In 2018-2019
3. 2020 or Later

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Most live events will use mobile data & location tech for delivering added attendee value:

1. In 2017
2. In 2018-2019
3. 2020 or Later

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For targeted marketing, people's locations will be as important as their web history:

1. In 2017
2. In 2018-2019
3. 2020 or Later

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One-to-one, targeted, place-based marketing will be a reality at scale:

1. In 2017
2. In 2018-2019
3. 2020 or Later

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Spending on digital OOH and place-based marketing will be bigger than spending on analog:

1. In 2017
2. In 2018-2019
3. 2020 or Later

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Responsive, in-venue digital signage will be a reality:

1. In 2017
2. In 2018-2019
3. 2020 or Later



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QUESTIONS?

LEARN MORE ABOUT OOH MARKETING

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