

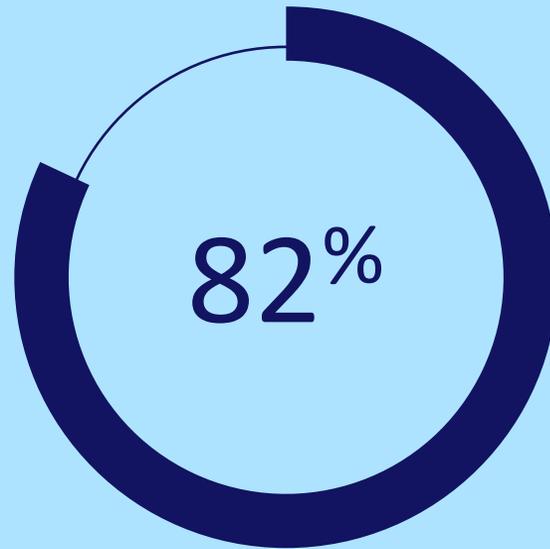
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Driving Sustainable growth with pDOOH

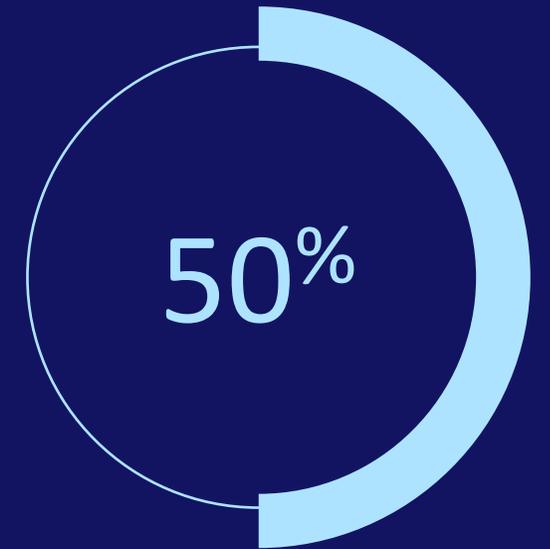
2025



Marketers are under more scrutiny than ever

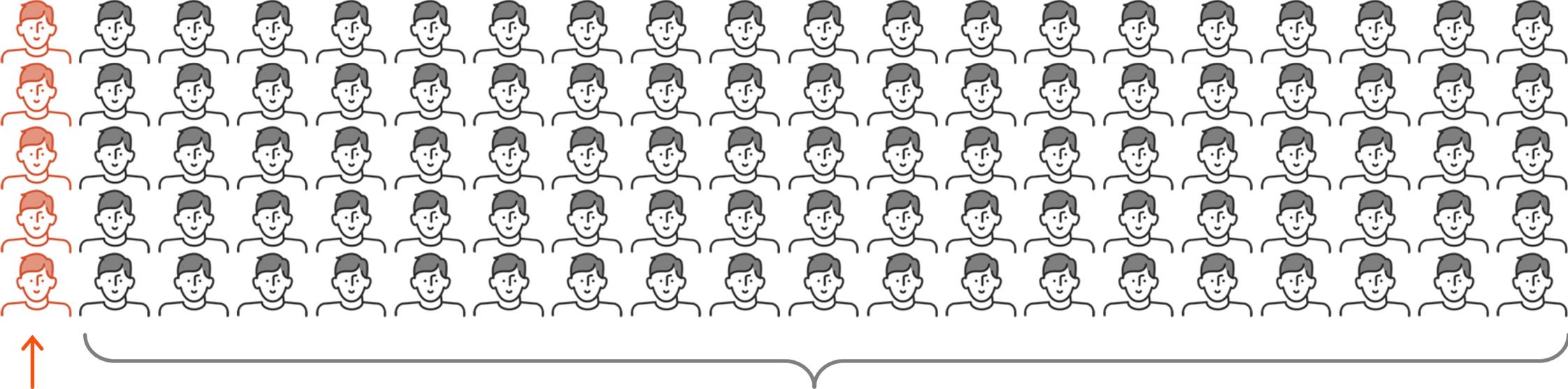


of marketers say that **budgets**
are under heavier scrutiny than
a year ago



admit short-term objectives and
risk management are
now taking precedence over
long-term brand building

Your market is made up of **current demand** and **future demand**



CURRENT DEMAND

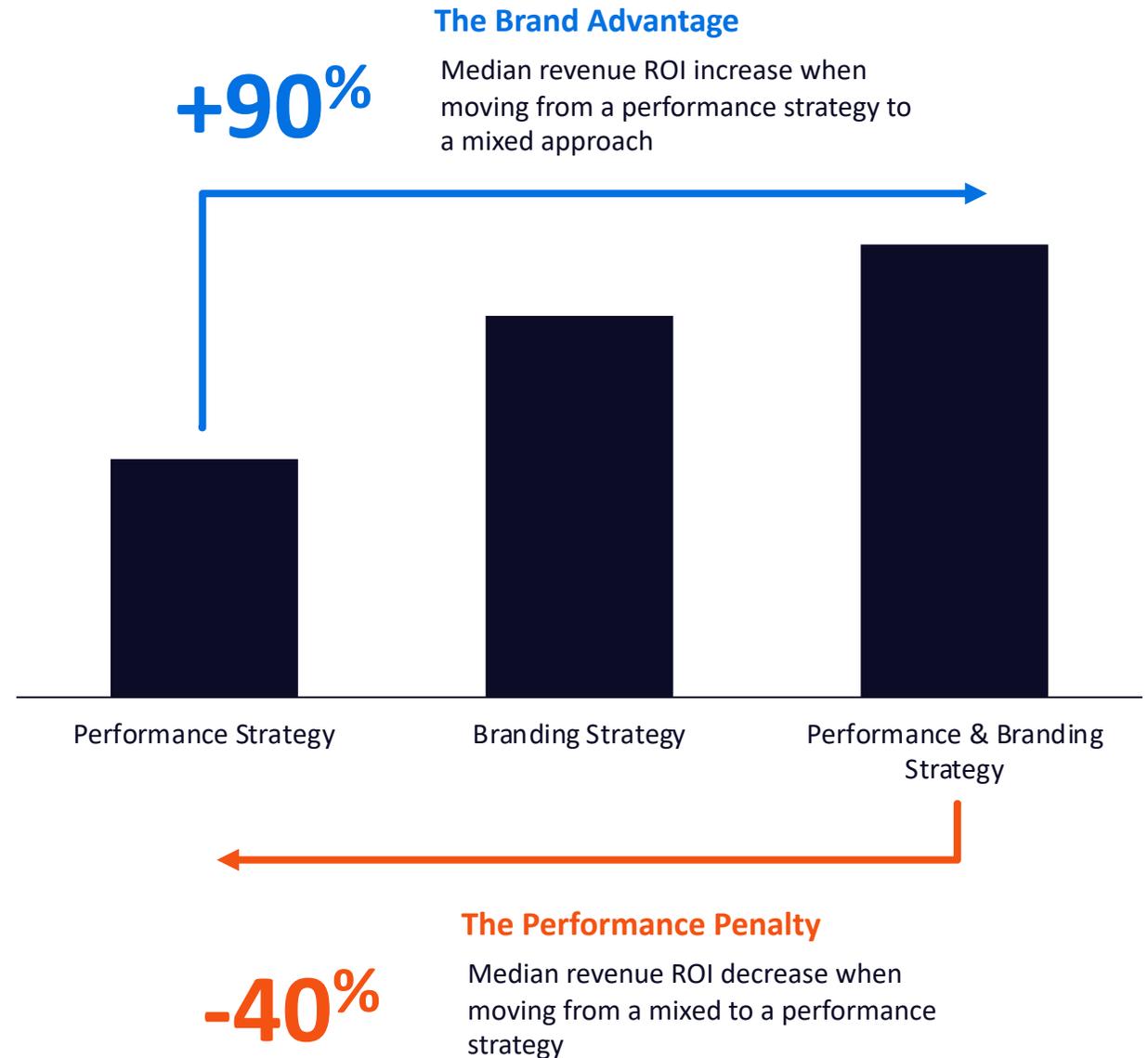
Just **5%** of consumers are **in-market** at any given time

FUTURE DEMAND

The remaining **95%** are **out-market** future buyers

Performance and brand advertising **work better together**

Switching from a performance strategy to a combined approach boosts total returns





Connected omnichannel campaign tested were

1.5x more
persuasive

than disconnected
campaigns



Nearly two thirds of Australian media moments occur out of home

In Home

36%

vs 42% global average



Daytime home



Night in



Home workout



WFH



Family night

Out of Home

64%

vs 58% global average



Day out



On public transport



Night out



Driving



Out and about



Exercising

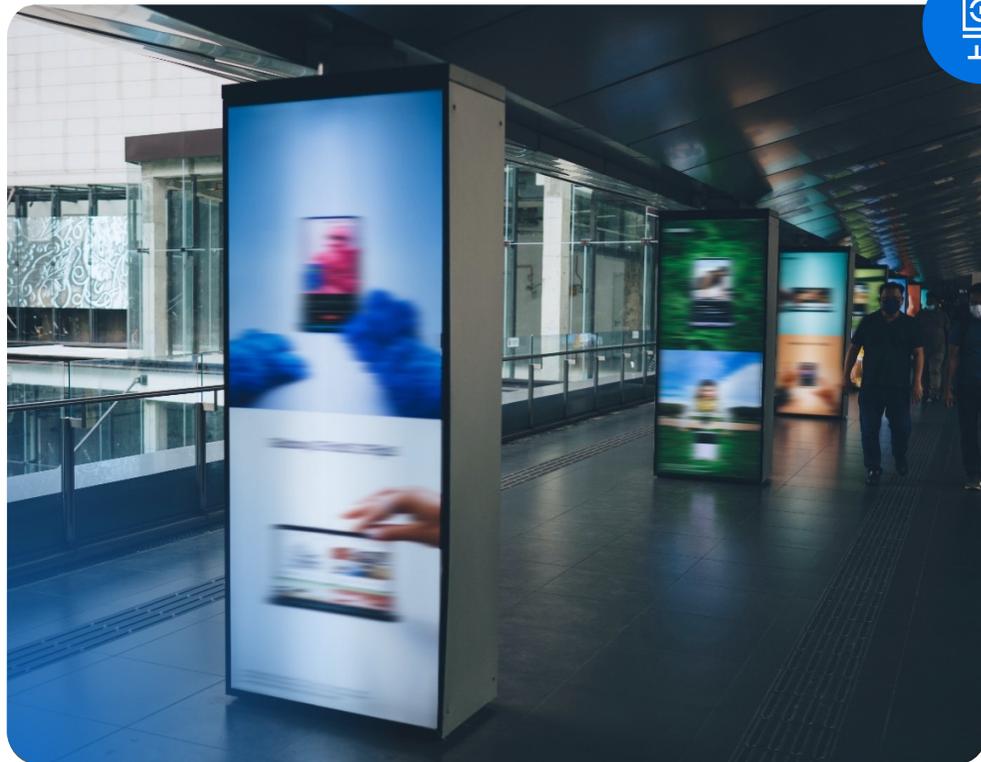


Working



Shopping

pDOOH **primes** audiences by internalising brand messages



DOOH consistently drives

HIGH

Immersion



Omnichannel DOOH drives

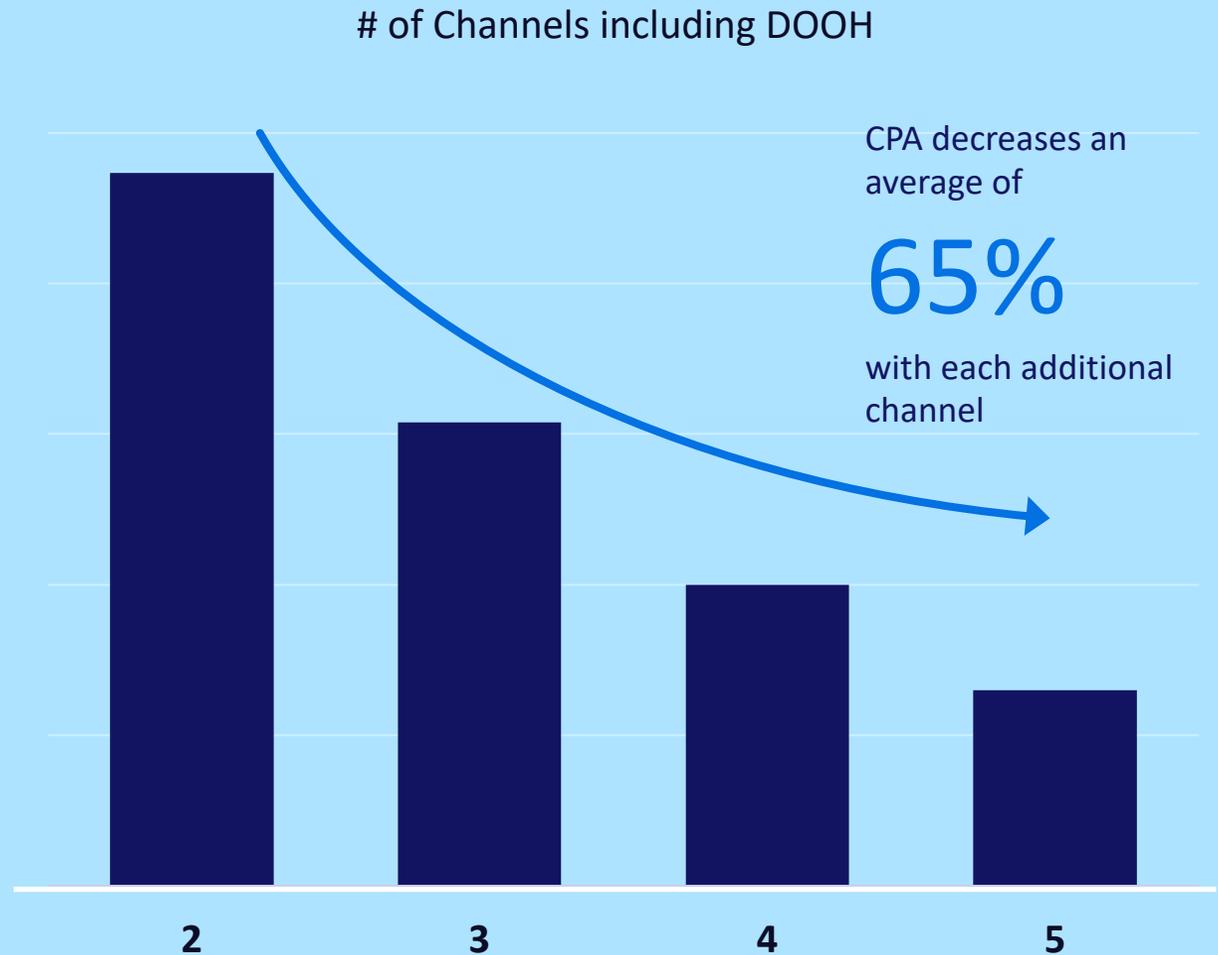
1.4x

greater attention

1.2x

greater immersion

Omnichannel campaigns including DOOH drive lower CPAs with each additional channel



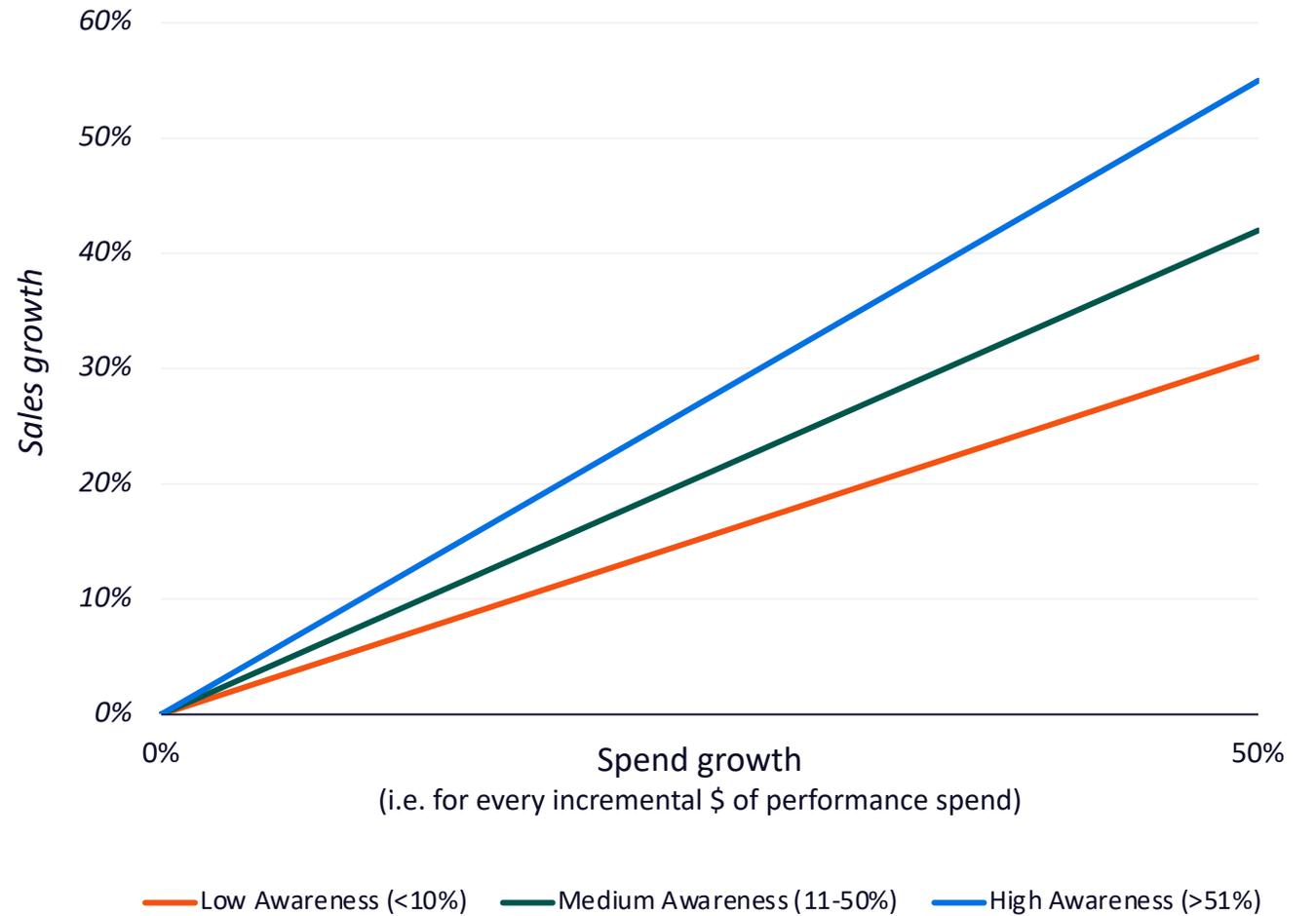
Strong brands drive higher sales growth

The research assessed over 100 brands, representing more than \$1 billion in sales on e-commerce platform Amazon over an eight-month period to understand the link between awareness, ad spend and sales growth.



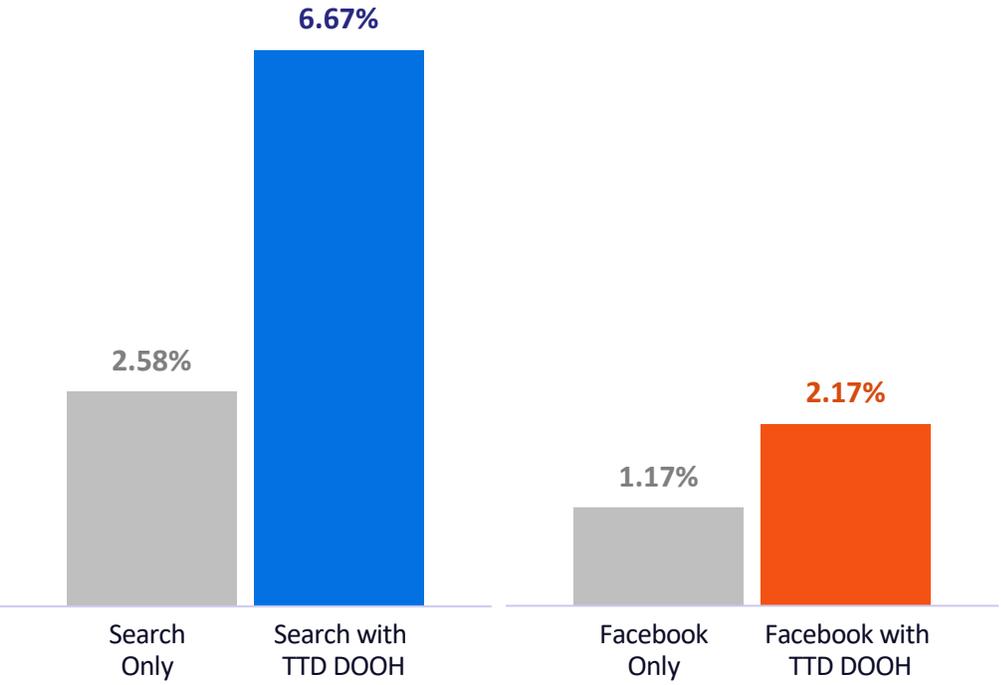
Brands with higher awareness see higher growth for every incremental dollar of performance ad spend.

Growth Efficiency based on Brand Awareness



DOOH via TTD influences conversions through Search & Social channels

Sleep Assessment Conversion Rates



Search in combination with TTD DOOH

+159%

Increase in completed sleep assessments

Facebook in combination with TTD DOOH

+86%

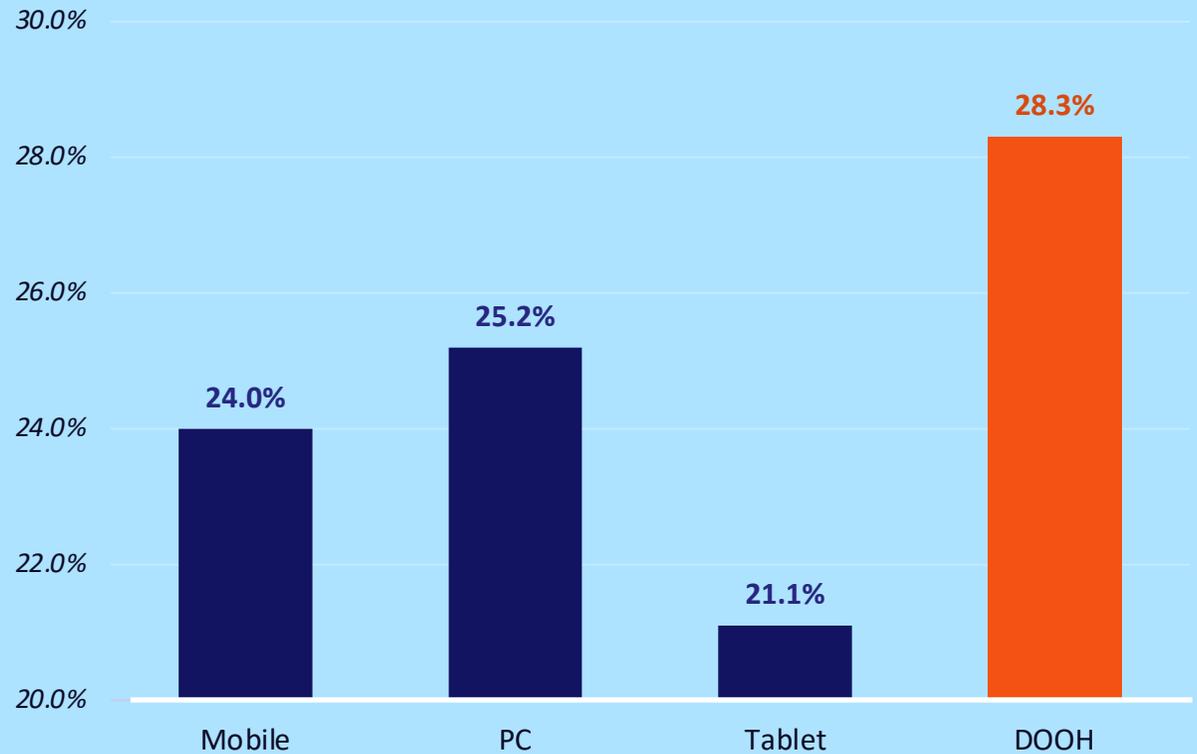
Increase in completed sleep assessments

Users are most likely to complete their sleep assessment when exposed to DOOH



When exposed to DOOH, consumers were on average 33% more likely to complete their assessment compared to other channels

Sleep Assessment Completion Rate by Channel

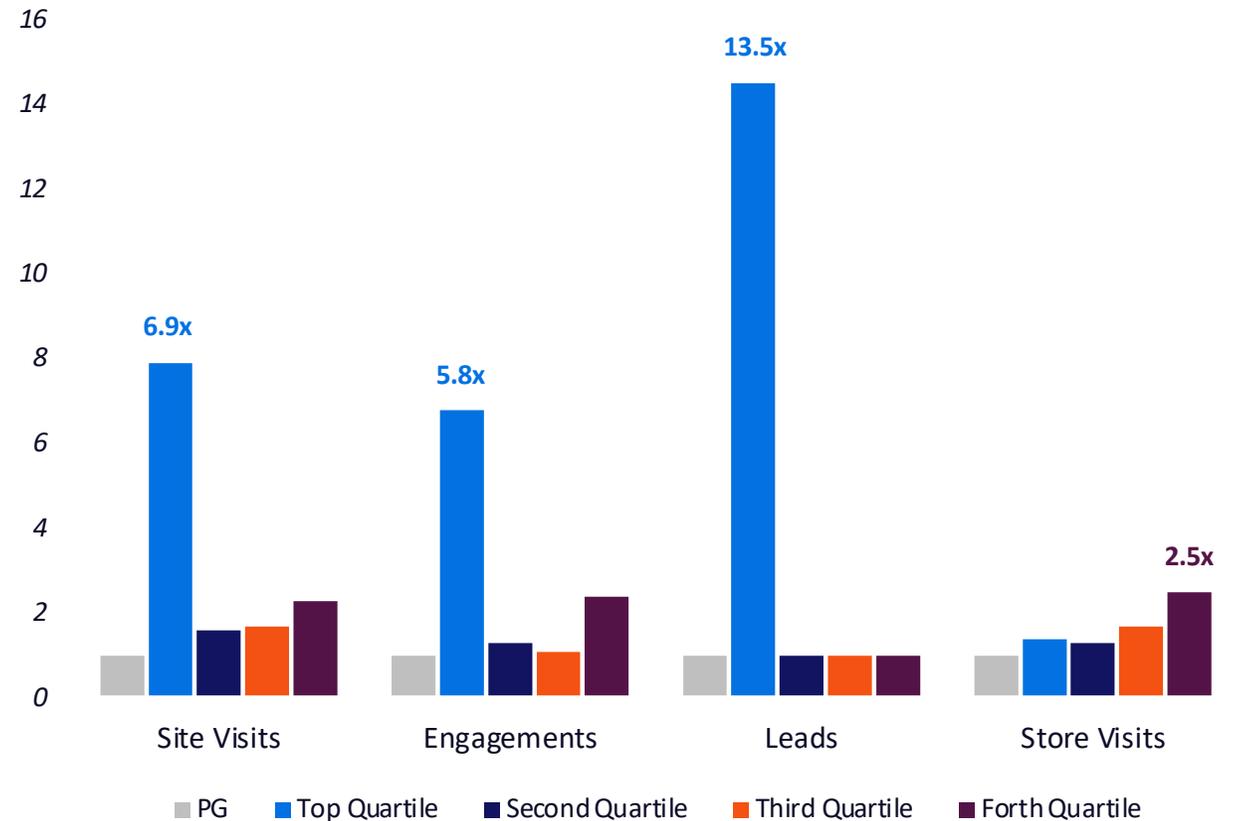


Dynamically (ARP) targeted DOOH was **13.5x** more effective at driving leads



ARP optimisation delivered 20% more on-target reach compared to guaranteed DOOH buys

CPA Effectiveness vs PG DOOH



Thank you.

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