

Research shows DOOH is fueling creativity

The modern consumer is tech-savvy and wary of traditional methods of communication from companies. Intelligent technology in the digital out of home (DOOH) is helping advertisers design smarter ads without the anxiety of possibly tarnishing their relationship with their consumers.



Source: www.unsplash.com

New research from Alfi an AI enterprise SaaS advertising platform, reveals that 96% of senior advertising executives believe data from DOOH ads are fueling greater ad campaign creativity and enabling brands to engage with an even more defined audience.

“The DOOH sector is setting itself apart from other forms of advertising with a new degree of flexibility, affordability, and immediate insight into valuable consumer behaviors,” said Peter Bordes, Interim CEO, Alfi. “With AI and machine learning components, advertising and brand messaging can not only be personalized but scaled to meet the needs of a specific campaign or brand, while satisfying the consumer desire for new relevant content that can impact their lives.”



Tech trends to watch in 2022 - Experiences take the lead

Nic Laschinger, Euphoria 31 Jan 2022



When asked about the impact of different factors in fueling growth in the DOOH market, 58% of senior ad executives state the quality of the evaluation/measurement tools available is ‘very important’ (e.g., who was receptive to an advertisement, how it was received, and how it affects the behaviour of an individual as they go about their daily lives). Additionally, 56% say this about the quality of data available to develop, implement and run campaigns.

Furthermore, 55% say the ability to deploy campaigns with ultimate flexibility and immediacy – by the day or even the hour (dayparting) – due to the detail OOH technology provides is also ‘very important’ in driving growth in the DOOH market. Alfi says this increasing relevance creates new opportunities to connect on a more personal level with consumers and for brands to truly understand new and loyal customers.



OOH trends forecast: Experts share 3 things we can expect to see in 2022

Tractor Outdoor 31 Jan 2022



“As the DOOH advertising sector enjoys unprecedented growth, Alfi is leading its transformation by enabling brands to serve anonymised yet hyper-relevant ads to consumers in-person, driving sales and relevance without capturing any personal information,” said Bordes. “As we enter the next phase of our company’s growth, our expanding technology team is diligently working to implement our market-leading AI advertising solutions in airports, malls, and a variety of retail and rideshare settings around the world to provide brands with more relevant data, and consumers the out of home ad experience they really want.”

Powered by efficient audience matching, DOOH ads can reach target audiences at the right time with the right message, allowing brands to capitalise on the narrow window of connection with consumers. Alfi’s cutting-edge computer vision with machine learning technology provides content publishers and brands valuable insights with data-driven audience matching, and analytics beyond legacy targeting in a privacy-compliant manner.

For more, visit: <https://www.bizcommunity.com>