OUTFRONT/

BILLBOARDS
TO DASHBOARDS

HOW OUTFRONT MEDIA IS USING OAC TO
ANALYZE MODERN MARKETING

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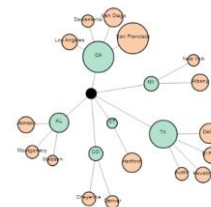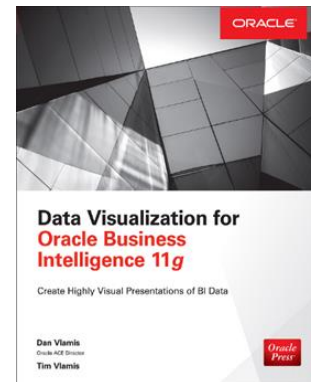OUTFRONT MEDIA
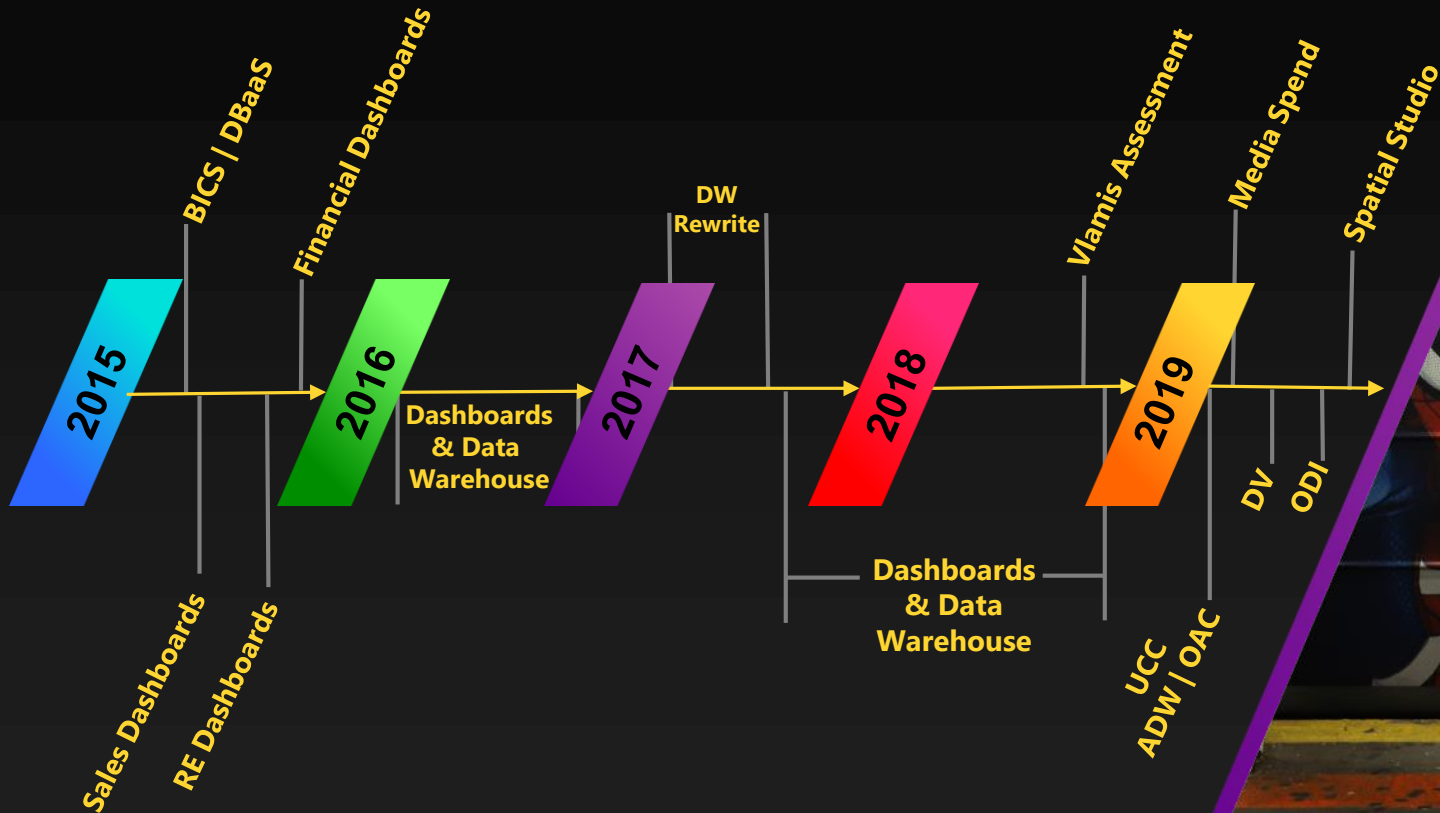
SEPTEMBER 17, 2019 | SAN FRANCISCO, CA

OUTFRONT MEDIA

/ ONE OF THE LARGETST OOH COMPANIES IN NORTH AMERICA

/ CONNECT BRANDS WITH AUDIENCES

/ LEVERAGING THE POWER OF TLC TO DELIVER IMPRESSIONS

Vlamis Software Solutions

- Vlamis Software founded in 1992 in Kansas City, Missouri
- Developed 200+ Oracle BI and analytics systems
- Specializes in Oracle-based:
  - Enterprise Business Intelligence & Analytics
  - Analytic Warehousing
  - Data Mining and Predictive Analytics
  - Data Visualization
- Multiple Oracle ACEs, consultants average 15+ years
- www.vlamis.com (blog, papers, newsletters, services)
- Co-authors of book "Data Visualization for OBI 11g"
- Co-author of book "Oracle Essbase & Oracle OLAP"
- Creators of the Force Directed Graph Plugin on the Oracle Analytics Library
- Oracle University Partner
- Oracle Gold Partner

ANALYTICS MILESTONES

2015 — Sales Dashboards, RE Dashboards, BICS / DBaaS

2016 — Financial Dashboards, Dashboards & Data Warehouse

2017 — DW Rewrite, Dashboards & Data Warehouse

2018 — Vlamis Assessment, UCC ADW / OAC
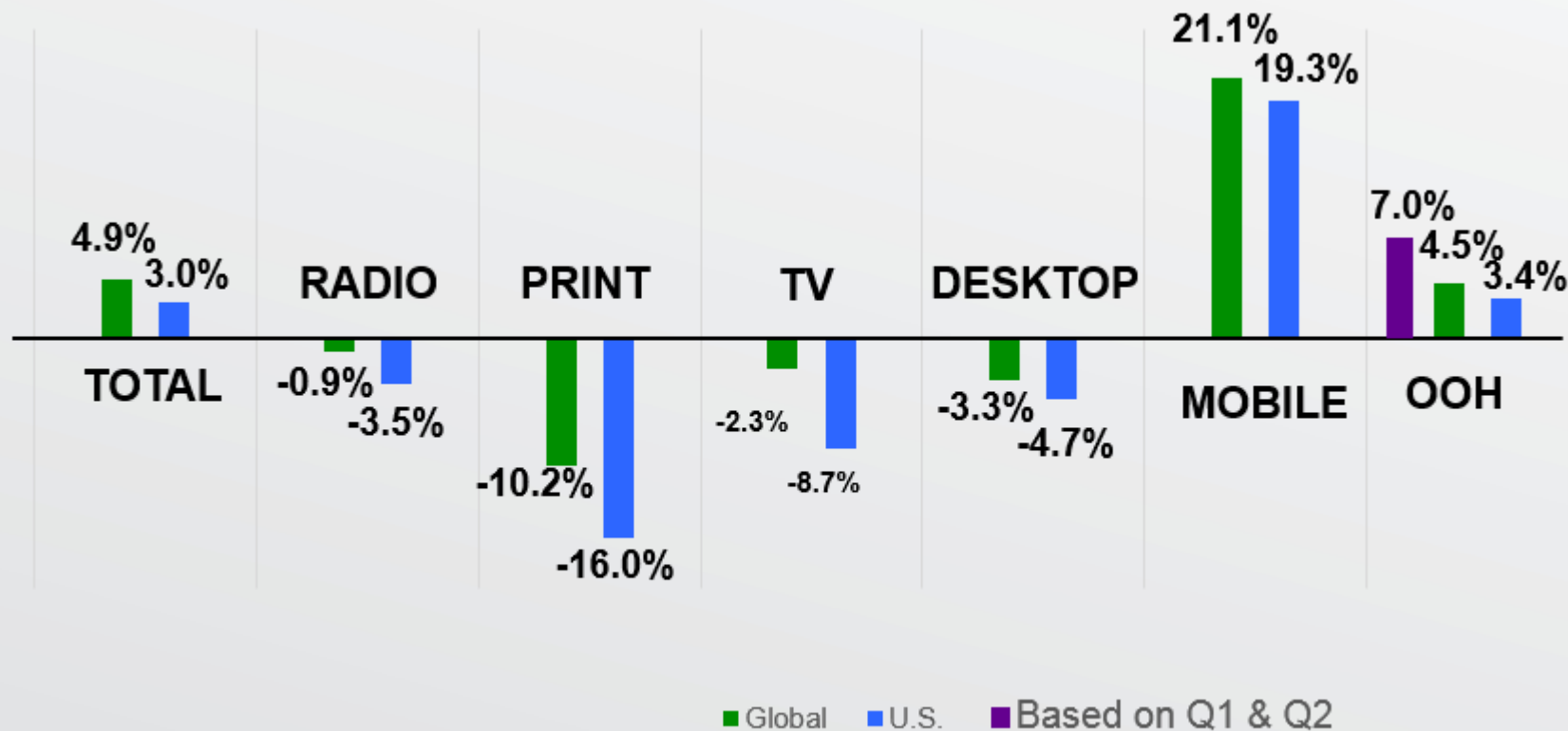
2019 — Media Spend, DV, ODI, Spatial Studio

MODERN MARKETING MIX
ANALYTICS NEED

/ CHANGING MEDIA LANDSCAPE

/ OUTFRONT AS A MEDIA PARTNER

/ TECHNOLOGY AND DATA INVESTMENT

2019 AD SPEND FORECASTS

Bar chart showing 2019 ad spend forecasts by category (Global in green, U.S. in blue, Based on Q1 & Q2 in purple):

- **TOTAL**: 4.9% (Global), 3.0% (U.S.)
- **RADIO**: -0.9% (Global), -3.5% (U.S.)
- **PRINT**: -10.2% (Global), -16.0% (U.S.)
- **TV**: -2.3% (Global), -8.7% (U.S.)
- **DESKTOP**: -3.3% (Global), -4.7% (U.S.)
- **MOBILE**: 21.1% (Global), 19.3% (U.S.)
- **OOH**: 7.0% (Based on Q1 & Q2), 4.5% (Global), 3.4% (U.S.)

■ Global ■ U.S. ■ Based on Q1 & Q2

CHALLENGE

/ ANALYZE MEDIA SPEND DATA BY DMA

/ HIGHLY MANUAL EXCERCISE

/ LIMITED BY EXCEL DATA LIMITS

2019 GOALS

- ON DEMAND SEARCH FOR CATEGORIES, ADVERTISERS, AND MARKETS

- IDENTIFY LOCAL AND REGIONAL ADVERSTIER TARGETS

- NATIONAL ADVERTISER SPEND PROFILES

- MEDIA MIX MODELS

- HELP SALES 'CALL PLAYS'

RAPID
DEPLOYMENT

/ UCC CONVERSION EFFECTIVE 1/1

/ ACTIVATE SERVICES 1/2 ~ 15 MIN

/ CREATE ADW AND OAC ENVIRONMENT ~30 MIN

RAPID DELIVERY

/ 1/7 – PROJECT KICKOFF

/ 1/8 – 20 MILLION+ ROWS DATA

/ 1/9 – FIRST PROTOTYPE IN OAC

/ 2/11 – INITIAL RELEASE

Magazine Advertising Scatter | High Quality Outdoor Shift Targets in Green

OUTFRONT/

Magazines, Amount by Advertiser, Outdoor % of total, Category Code_1

Amount	51,051,573
Magazines	12,421,913
Outdoor % of total	1,455,891.00
Advertiser	Jim Beam
Category Code_1	F7

Advertiser

Goslings
Grand Marnier
Grey Goose
Hangar One
Havana Club
Heaven Hill
Heavens Door
Hendricks
Hennessy
Henrys Hard Soda
Heritage Distilling Co
Herradura
Hornitos
Jack Daniels
Jagermeister
Jameson
Jeffersons
Jim Beam
Jinro Soju Fine Korean Alcohol
Johnnie Walker
Jose Cuervo
Kahlua
Keel
Ketel One
Knob Creek
Kraken
Larceny Bourbon
Licor 43
Loch Lomond
Lunazul

Category Code_1
F7
F6
B9
F3
B5
B8
H2
H5
G9
V1
F2
F4
B6
A9
B1
D2
V3
D5
F9
A5
G7
H6
T4
G4
Constant Amount

Outdoor % of total
0   8M

FUTURE OPPORTUNITIES

/ INTRODUCE ADDITIONAL DATA SOURCES

/ MEDIA MIX COLLATERAL FOR CUSTOMERS FROM OAC

/ DAY BY DAY FOR TARGETED ANALYTICS VIA MOBILE

/ MACHINE LEARNING

/ PREDICTIVE ANALYTICS

ENHANCED MAP VISUALIZATIONS

/ LOCATION CENTRIC BUSINESS

/ DV HAS VASTLY IMPROVED MAP CAPABILITIES OVER BICS

/ ENCOURAGES USERS TO EXPLORE DATA IN NEW WAYS

/ SPATIAL STUDIO FOR ANALYSIS AND PREDICITVE MODELING

Contribution of Rent/Revenue % Details

Heatmap by Variance (Rolling 12 Months)
Primary media: Bulletins, Digital Displays, Digital Posters... +1

Latitude, Longitude, Area Name, Lo...   Latitude, Longitude (Heatmap)

Variance   -$38K [gradient] $361K

For Trend: Right click on Location Code and select "Location Details".

Rent/Revenue Details by Locations and Primary Media (Rolling 12 Months)

Location Code	Area Name	Location	Primary media	Num faces	Location Rep	Expiration status	Location status	Rent/Revenue Bucket	Rent amt	Revenue	Variance	Rent / Revenue %
01201.005775	Fulton County	I-75/85 S/O Pryor St Overpass E/S	Bulletins	1	Susan Fromm	CURRENT	In-Service	<=30%	$0	$170,357	$170,357	0.00%
01201.004445	Fulton County	I-75/85 W/O 14Th St W/S	Bulletins	2	Susan Fromm	CURRENT	In-Service	<=30%	$48,482	$217,410	$168,928	22.30%
01201.004999	Fulton County	Peachtree Rd E/O Grandview Ave E/S	Bulletins	2	Susan Fromm	EXPIRED	In-Service	30-60%	$87,000	$254,885	$167,885	34.13%
01201.004643	Fulton County	W/L I-75/85 N/O	Bulletins	2	Susan Fromm	CURRENT	In-Service	30-60%	$73,207	$233,280	$160,082	31.38%

Market description: ATLANTA MARKET   Primary media: Bulletins   Location status: In-Service

SPATIAL STUDIO

Make The Most Out of <u>Your</u> Analytics Experience
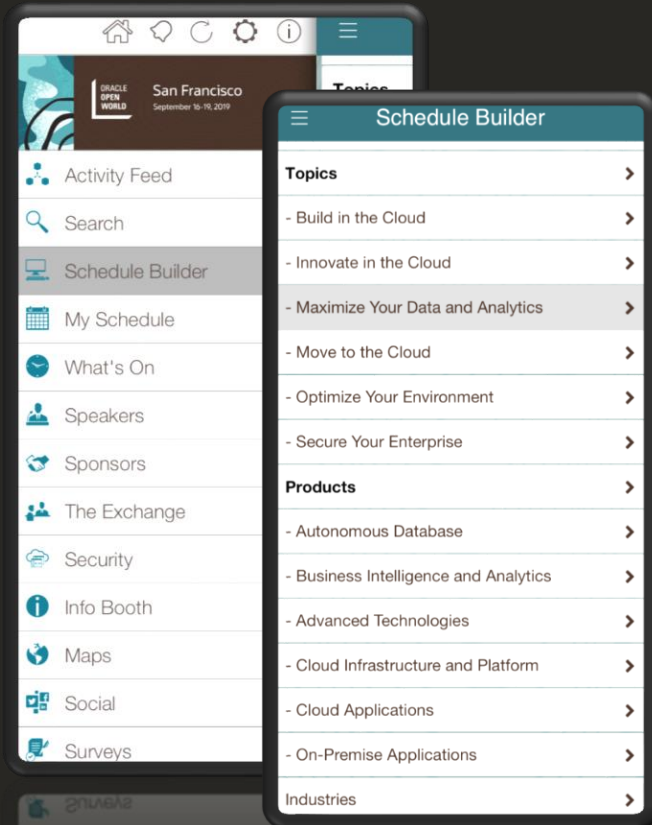
Customers

- "Always On" @ <u>Western Digital</u> (*Wed:* 11:15-12pm: Moscone West 3020B)
- OA & Artificial Intelligence @ <u>State of Maine</u> (*Wed:* 4:45-5:30: Moscone South 151C)
- Planning & Workforce Analytics @ <u>Washington Post</u> (*Wed:* 4:45-5:30: Moscone South 151D)
- **Customer Panel: <u>Stitch Fix</u> & <u>Transit Wireless</u>** (*Thurs:* 11:15-12pm: Moscone West 3016)

Innovation

- **Embed Analytics in Daily Decisions** (*Thurs*: 11:15-12pm: Moscone South: 151C)
- **Practical Machine Learning** (*Thurs*: 12:15-1pm: Moscone South: 151C)
- **Spatial + Graph + OA** (*Wed:* 4:45-5:30pm: Moscone South: 209)
- **Your Augmented Analytics and AI Journey** (*Thurs*: 1:15-2pm: Moscone South: 151B)

Roadmap & Vision

- **Oracle Analytics Cloud** (*Wed:* 11:15-12pm: Moscone South 209)
- **Oracle Analytics for ERP** (*Wed:* 11:15-11:35: Moscone South: Exchange 2)
- **Oracle Analytics for HCM** (*Wed:* 1:15-1:35pm: Moscone South: Exchange 3)
- **Oracle Analytics for NetSuite** (*Thurs:* 9-9:45: Moscone South: 151C)

Tell Us What <u>You</u> Think!

1. Was the **content** useful?

2. Were the **presenters** engaging?

3. Would you recommend this **session**?

4. What could we have done **differently**?