

OUTFRONT/

BILLBOARDS TO DASHBOARDS

HOW OUTFRONT MEDIA IS USING OAC TO
ANALYZE MODERN MARKETING

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OUTFRONT MEDIA

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VLAMIS SOFTWARE SOLUTIONS

TUESDAY MARCH 12, 2019 | REDWOOD CITY, CA



OUTFRONT MEDIA

- / ONE OF THE LARGEST OOH COMPANIES IN NORTH AMERICA
- / CONNECT BRANDS WITH CUSTOMERS
- / BRAND IMPRESSIONS DELIVERED THROUGH BEST ASSET PORTFOLIO



VLAMIS SOFTWARE SOLUTIONS



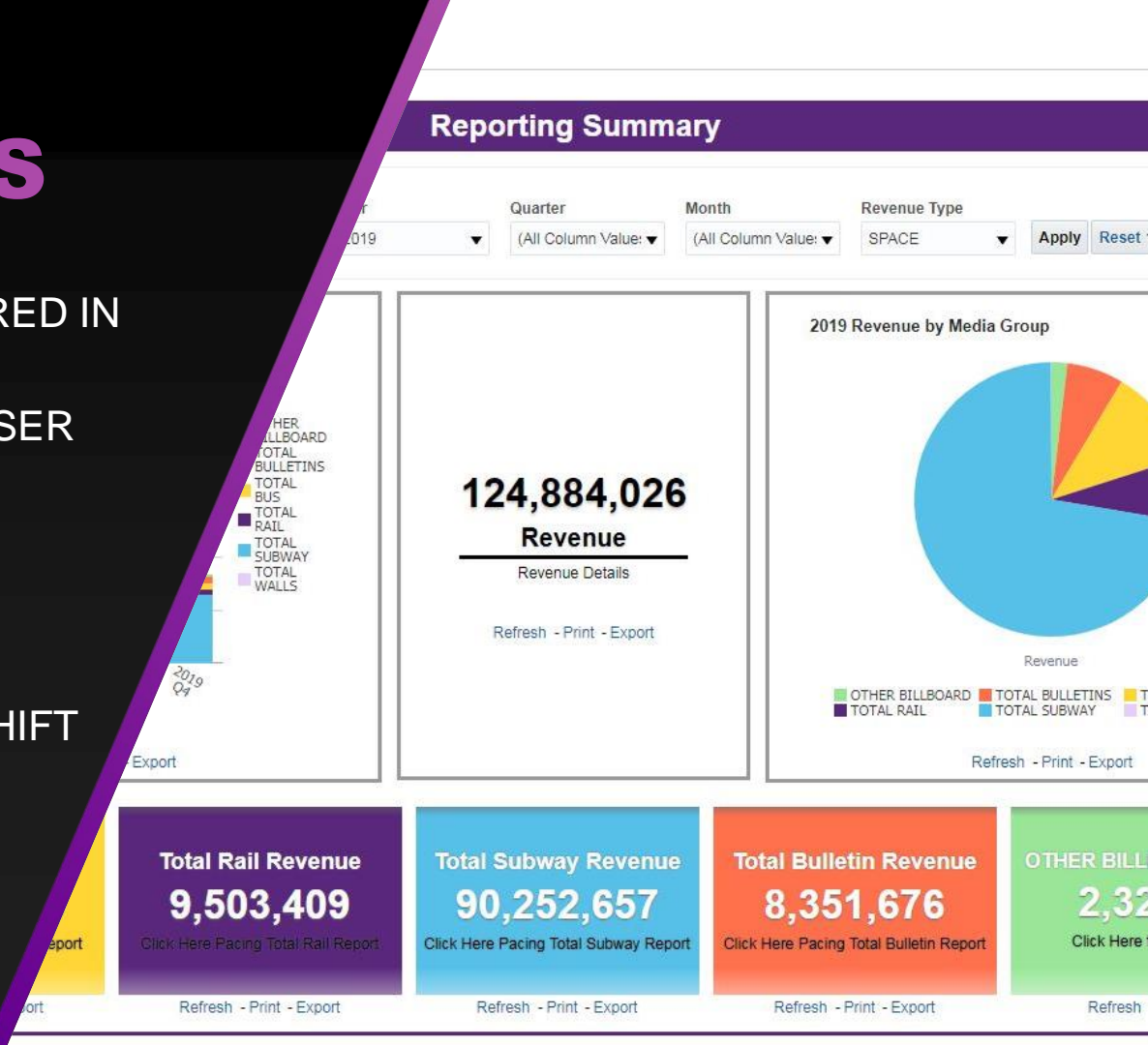
BI OPPORTUNITY

- 1. CREATE BUSINESS INSIGHTS FROM TRANSACTIONAL DATA
- 2. REDUCE IT REPORTING INTERVENTION
- 3. CONSOLIDATE CROSS PLATFORM REPORTING REQUESTS
- 4. REDUCE DEPENDENCY ON LEGACY REPORTING TOOLS
- 5. CREATE READILY AVAILABLE ACCESS TO REPORTING

	J	K	L	M	N	O	P	Q	R
	SIL SALE_MAR	CONTRACT	MEDIA_TY	MEDIA_GF	MANAGER	BUSINESS	CONTRACT	CONTRACT	BARTER_C
	12	60 Regular	Outdoor	PO	*****	5	*****	*****	Y
	12	60 Regular	Outdoor	PO	*****	5	*****	*****	Y
	12	60 Regular	Outdoor	PO	*****	5	*****	*****	Y
	12	60 Regular	Outdoor	PO	*****	5	*****	*****	Y
	12	60 Regular	Outdoor	PO	*****	5	*****	*****	Y
	12	60 Regular	Outdoor	PO	*****	5	*****	*****	Y
	12	60 Regular	Outdoor	PO	*****	5	*****	*****	Y
	12	60 Regular	Outdoor	PO	*****	5	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	36	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	36	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	36	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	36	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	36	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	36	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	36	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	36	*****	*****	Y
	12	60 Regular	Outdoor	BB	*****	15	6/5/2016	6/4/2017	
	12	60 Regular	Outdoor	BB	*****	15	6/5/2016	6/4/2017	
	12	60 Regular	Outdoor	BB	*****	15	6/5/2016	6/4/2017	
	12	60 Regular	Outdoor	BB	*****	15	6/5/2016	6/4/2017	
E	12	60 Regular	Outdoor	BB	*****	15	6/5/2016	6/4/2017	
E	12	60 Regular	Outdoor	BB	*****	15	6/5/2016	6/4/2017	
41 E	12	60 Regular	Outdoor	BB	*****	15	6/5/2016	6/4/2017	
841 J	12	60 Regular	Outdoor	BB	*****	15	1/5/2016	6/4/2016	
0841 J	12	60 Regular	Outdoor	BB	*****	15	1/5/2016	6/4/2016	
900841 J	12	60 Regular	Outdoor	BB	*****	15	1/5/2016	6/4/2016	
900841 J	12	60 Regular	Outdoor	BB	*****	15	1/5/2016	6/4/2016	
900841 J	12	60 Regular	Outdoor	BB	*****	15	1/5/2016	6/4/2016	
1361068 B	439	60 Regular	Displays	BO	3/4/2013	41	*****	4/3/2016	
1361068 B	439	60 Regular	Displays	BO	3/4/2013	41	*****	4/3/2016	
1361068 B	439	60 Regular	Displays	BO	3/4/2013	41	*****	4/3/2016	
1361068 B	439	60 Regular	Displays	BO	3/4/2013	41	*****	4/3/2016	
1406684 D	2	60 Regular	Outdoor	BB	4/5/2013	13	4/1/2015	*****	
1406684 D	2	60 Regular	Outdoor	BB	4/5/2013	13	4/1/2015	*****	
1406684 D	2	60 Regular	Outdoor	BB	4/5/2013	13	4/1/2015	*****	
E15	1411145 B	3	60 Regular	Displays	SH	*****	15	*****	*****
E15	1411145 B	3	60 Regular	Displays	SH	*****	15	*****	*****
E15	1411145 B	3	60 Regular	Displays	SH	*****	15	*****	*****
E15	1411145 B	3	60 Regular	Displays	SH	*****	15	*****	*****
E15	1411145 B	3	60 Regular	Displays	SH	*****	15	*****	*****

BICS SUCCESS

- / PROOF OF CONCEPT DELIVERED IN 5 WEEKS
- / QUICK WINS TO FACILITATE USER ADOPTION
- / SINGLE SOURCE FOR CROSS PLATFORM REPORTING
- / 700 USERS BY YEAR 2
- / SIGNIFICANT IT RESOURCE SHIFT



AE DASHBOARD DEMO

/ 2.0 VERSION OF BICS DASHBOARD

Jenna Shoemaker Performance/

\$47,334

Contracted this Week

Weeks Manager Approved Contracts and
Contract Adjustments

Edit - Refresh - Print - Export

22

Total Expiring Contracts

Contracts Less Than 45 Days Until Expired

Edit - Refresh - Print - Export

98

Advertiser Po

Count of Current Year Adv

Edit - Refresh - Print - Export

* Full Name

Jenna Shoemaker ▼

Year

2019 ▼

AE Status

Active ▼

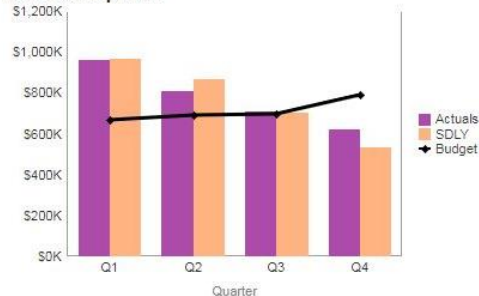
Apply

Reset ▼

Edit

Graph: Budget ▼

Actuals Comparison



Edit - Refresh - Print - Export

71
for 2019

Print - Export

\$3,300

Takeover Sales

Sales to Date

Edit - Refresh - Print - Export

\$38,85

Presidents Club \$ to M

Dollars Remaining to \$40,000

Edit - Refresh - Print - Export

\$226,30

New Business S

(Local Sales only)

Edit - Refresh - Print - Export

ANSWERS AND DASHBOARDS SWOT

STRENGTHS

- / HIGHLY DESIGNED DASHBOARDS
- / QUERY DEFINITION POWER
- / PROMPTS AND SELECTIONS
- / GOOD CONTROL OF TABLE FORMATS
- / DECENT SELECTION OF GRAPHS

OPPORTUNITIES

- / ABILITY TO SET STANDARDS

WEAKNESSES

- / DYNAMIC LAYOUT - WYSIWYG
- / HIGH TRAINING COSTS
- / ENDLESSLY DEEP MENUS
- / POOR DASHBOARD LAYOUT TOOL

THREATS

- / VISUAL ANALYTICS AND DATA DISCOVERY TOOLS
- / POORLY DESIGNED REPOSITORIES

DATA VISUALIZATION SWOT

STRENGTHS

- / EXTREMELY INTERACTIVE
- / FRAMEWORK FOR BRUSHING
- / MASHUP
- / NO RPD REQUIRED
- / DATA SOURCE CONNECTIONS
- / LEVERAGES ORACLE SECURITY

OPPORTUNITIES

- / MACHINE LEARNING IS PROMISING
- / DATA FLOWS TRANSFORM DATA

WEAKNESSES

- / HIGHLY DESIGNED DASHBOARDS
- / WEAK DOCUMENTATION

THREATS

- / STARTING FROM BEHIND
- / USERS LOVE TABLEAU

REASONS FOR CLASSIC ANSWERS / DASHBOARDS

- / INVESTMENT IN CURRENT DASHBOARDS AND REPORTS
- / ANSWERS ALLOWS MORE CONTROL – E.G. FONT CONTROL
- / HIGHLY CUSTOMIZED REPORTS – CUSTOM QUERIES
- / PROMPTS HAVE ADDITIONAL CAPABILITIES (NOT IN DV YET)
- / MORE CONTROL OVER LAYOUT, ESPECIALLY OF TABLES
- / ANSWERS OFFERS HIERARCHICAL COLUMNS (NOT IN DV YET)
- / SELECTION STEPS AND CUSTOM GROUPS – POST-AGGREGATION

ADVANTAGES OF DV INTERFACE

- / NEW IN OBIEE 12C – AREA OF ORACLE INVESTMENT
- / MORE MODERN INTERFACE
- / SIMPLER INTERFACE FOR AD-HOC USE
- / MORE INTERACTIVE – E.G. BRUSHING
- / COMPETES WITH TABLEAU AND OTHER MORE MODERN BI TOOLS
- / ABILITY TO USE EXTERNAL DATA – NO RPD MAPPING REQUIRED!
- / MASH UP WITH EXTERNAL DATA (INCLUDING SPREADSHEETS AND CLOUD)
- / EXTEND WITH CUSTOM VISUALIZATIONS
- / EMPHASIS ON SELF-SERVICE

OUTFRONT SHIFT TO OAC

- / ECONOMICS OF UCC
- / BICS DASHBOARD MIGRATION
- / IMPROVED DATA VISUALIZATION
- / MORE ROBUST SELF SERVICE PLATFORM
- / ENHANCED MAP VISUALIZATIONS



WHY ADW?

- / SERVICE MANAGED BY ORACLE
- / IN DATABASE ANALYTICS & MACHINE LEARNING ALGORITHMS
- / SCALE ON DEMAND
- / ECONOMICAL

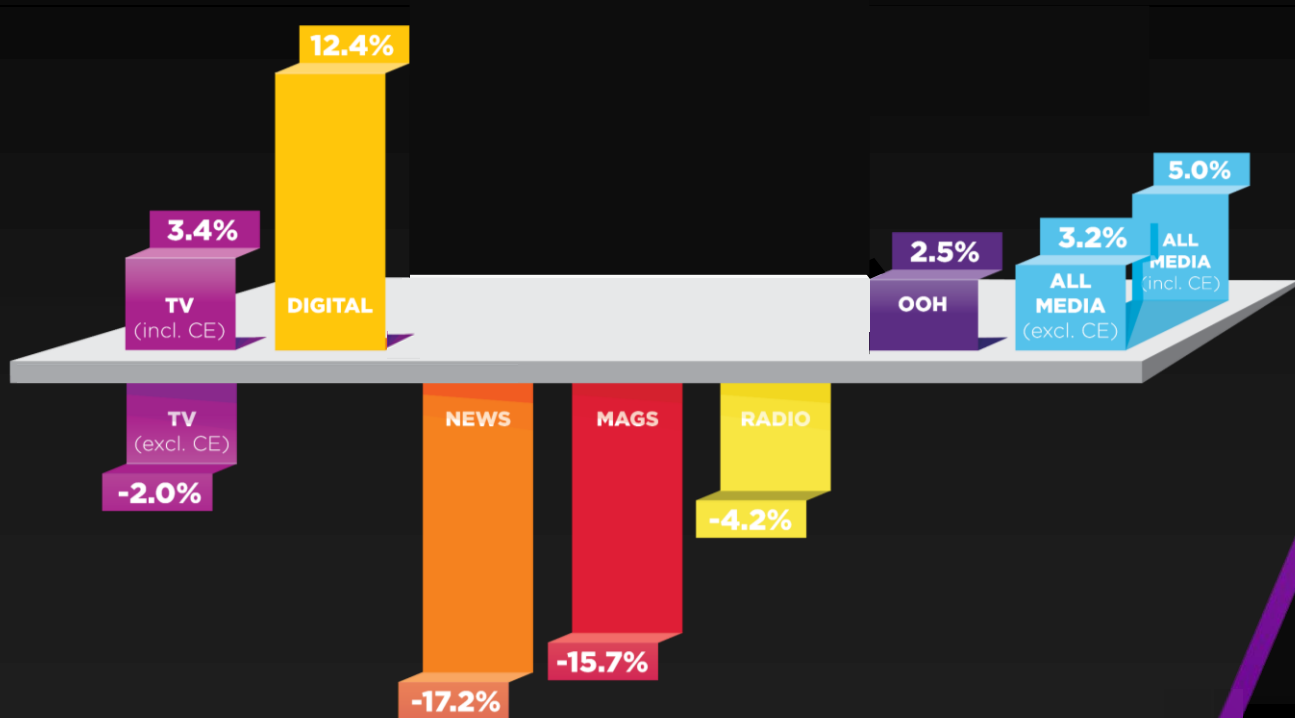


MODERN MARKETING MIX ANALYTICS NEED

- / CHANGING MEDIA LANDSCAPE
- / OUTFRONT AS A MEDIA PARTNER
- / TECHNOLOGY AND DATA INVESTMENT



OOH GROWTH



**OOH ONLY
TRADITIONAL
MEDIA EXPECTED
TO GROW**

**COMPLIMENTARY
MEDIA TO
DIGITAL**

CHALLENGE

- / ANALYZE MEDIA SPEND DATA BY DMA
- / HIGHLY MANUAL EXERCISE
- / LIMITED BY EXCEL DATA LIMITS



AS IS / EXCEL

Ft. Wayne

Worksheet - Select 2019 Target Categories

Time period

2018 Q1 Trailing 12 Months

for internal reference only

Review the categories below, using filters to help you sort and analyze category performance within your market

Click the "+" above column Q to see detail of all media spend types by category.

In column Y, select five categories to target in 2019

											Top 10 Advertisers				Select and rank for 2019		
Category	Media Spend		OOH	OOH %	Region OOH %	# of Advertisers	Average Spend \$	# of OOH Advertisers	Average OOH Spend \$	Average Spend \$	Average OOH Spend \$	2019 Target Category					
	\$	\$								\$	\$						
Automotive, Automotive Access & Equip	\$	2,971,200	\$	500	0.0%	1.1%	337	\$	8,817	39	\$	13	\$	69,378	\$	500	
Retail	\$	7,018,700	\$	73,500	1.0%	7.4%	56	\$	125,334	180	\$	408	\$	79,680	\$	-	
Media & Advertising	\$	642,200	\$	22,900	3.6%	6.3%	47	\$	13,664	44	\$	520	\$	17,920	\$	6,050	
Automotive Dealers & Services	\$	3,931,400	\$	52,900	1.3%	9.6%	20	\$	196,570	88	\$	601	\$	69,933	\$	-	
Communications	\$	1,831,300	\$	75,300	4.1%	7.7%	141	\$	12,988	20	\$	3,765	\$	62,734	\$	18,500	
Restaurants	\$	2,411,500	\$	298,500	12.4%	19.5%	7	\$	344,500	47	\$	6,351	\$	46,818	\$	9,650	
Public Transportation, Hotels & Resorts	\$	643,700	\$	64,200	10.0%	21.6%	77	\$	8,360	38	\$	1,689	\$	18,579	\$	7,400	
Insurance & Real Estate	\$	1,526,800	\$	28,500	1.9%	14.4%	68	\$	22,453	57	\$	500	\$	51,843	\$	-	
Financial	\$	1,383,400	\$	100,800	7.3%	12.2%	84	\$	16,469	51	\$	1,976	\$	32,471	\$	6,133	
Government, Politics & Organizations	\$	2,601,100	\$	93,900	3.6%	10.1%	62	\$	41,953	227	\$	414	\$	69,524	\$	2,450	
Amusements & Events	\$	1,381,900	\$	39,200	2.8%	16.2%	10	\$	138,190	213	\$	184	\$	24,781	\$	5,500	
Beauty, Health & Medical Services	\$	3,450,400	\$	565,200	16.4%	16.8%	38	\$	90,800	93	\$	6,077	\$	48,317	\$	24,825	
Home & Building Services	\$	1,919,800	\$	26,600	1.4%	5.9%	7	\$	274,257	63	\$	422	\$	25,997	\$	-	
Motion Pictures	\$	4,100	\$	-	0.0%	8.9%	66	\$	62	10	\$	-	\$	273	\$	-	
Legal Services	\$	2,043,400	\$	102,300	5.0%	5.7%	95	\$	21,509	49	\$	2,088	\$	56,544	\$	13,520	

2019 GOALS

- / ON DEMAND SEARCH FOR CATEGORIES, ADVERTISERS, AND MARKETS
- / IDENTIFY LOCAL AND REGIONAL ADVERTISER 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 – PILOT RELEASE



MARKETING MIX DEMO

Liquor

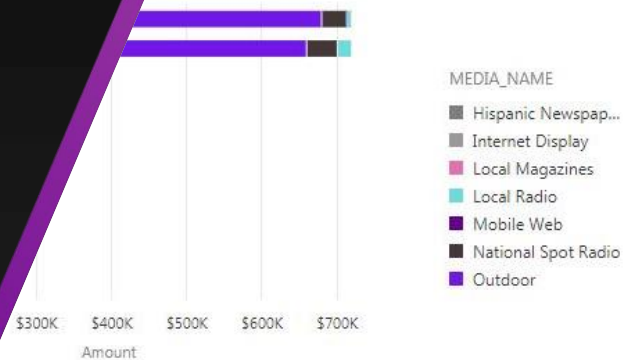
Total Spend

Period: 7/1/17 12:00 AM - 6/1/18 12:00 AM

Total Spend
9,706,050

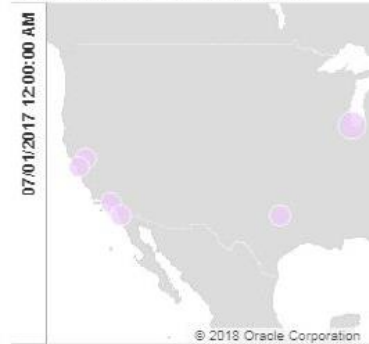
Total Advertiser Spend

(BARS DOWN)



Kantar Market, State, Total Spend, Rolling

Rolling 12 Months Top 10 Total Spend



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



OUTFRONT

BILLBOARDS TO DASHBOARDS

HOW OUTFRONT MEDIA IS USING OAC TO
ANALYZE MODERN MARKETING

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