



# Digital Out of Home (DOOH)

Digital out of home (DOOH) is the term used for the ad environment made up of (primarily) outdoor digital ad placements. These include digital billboards and signs in a variety of locations including gas stations, airports, freeways, the sides of buildings, and so on.

The Trade Desk has integrated with the world's premiere DOOH supply partners to bring you access to the most premium DOOH inventory available, providing coverage of the top media owners from around the globe.

## Unique Considerations and Feature Availability

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### Beta Details

To learn more about what is available in your region during this beta period and for further inventory and feature information, please contact your account manager.

Remember, access to this channel is not automatically enabled and must be requested.

You can simply create ad groups for DOOH as you would for any other channel, but bear in mind the topics covered in the following sections.

### Impressions

First and foremost, an impression for DOOH is different than for other channels. Because digital out of home does not serve one impression to one user on one device, the number of users who saw the ad may be estimated using an impression multiplier, often determined by the media owners.

The Trade Desk provides two impression reporting metrics for DOOH, throughout the platform and in [My Reports](#):

- Audience Impressions are the result of impression multiplier calculations provided by our partners (SSPs/media owners send impression multipliers in the bidstream) and commonly sourced from verification partners like Route and Geopath. This number represents the total number of times people passing a DOOH display are likely to have seen your ad.
- An impression is counted each time your ad is shown on the display. For the majority of DOOH experiences, all ads (when served) are fully viewable on the screen for the entirety of the play.

## Budgets

Rather than a "normal" CPM—cost per 1000 impressions—DOOH uses what is called Normalized CPM. Like Audience Impressions, this metric relies on an impression multiplier to estimate the reach (and therefore the cost) of the advertisement.

[Budget flights](#) and [campaign pacing options](#) may be used for DOOH ad groups.

## Attribution and Measurement

### Regional Feature

This is currently only available within the United States, the United Kingdom, Australia, Singapore, Spain, Germany, and Switzerland.

Only view-through conversions can be attributed to DOOH and take up to 72 hours to be reported in the platform. It is likely that conversions may be highly under-attributed, as we are only able to track a sample/panel of the all the users exposed to the ad. Your account manager can help you understand how to use this data and how to consider it as part of an overall omnichannel path to conversion.

[Measurement Marketplace](#)—except for partners that rely on impression tracking pixels—might work with DOOH campaigns, but you should consult with your account manager. Generally speaking, partners who measure footfall (such as [Adsquare](#)) are the most useful for this channel.

# Audience Targeting

## ⚠️ Regional Feature ⚠️

This is currently only available within the United States, the United Kingdom, Germany, Spain, Switzerland, Singapore, and Australia.

Custom audiences (first-party and/or third-party) may be used for DOOH ad groups within the supported regions. If using third-party segments, they must contain mobile device IDs.

It is strongly recommended that contact your account manager to discuss audience targeting with DOOH before going live. Data for audience targeting with DOOH is charged on an impression basis, meaning one CPM per auction (and not per audience impression).

To use audience targeting with first-party data segments, your [device type rail](#) must be targeting DOOH.

## Retargeting Audiences

### ⚠️ Regional Feature ⚠️

This is currently only available within the United States, the United Kingdom, Australia, Singapore, Spain, Germany, and Switzerland.

First-party data segments are automatically generated from your DOOH campaigns within the specified regions. This enables retargeting audiences to be made, at no data cost to you. Because DOOH ad exposures can take up to 72 hours to process, these audience segments populate after a delay.

## *Other Targeting and Optimization Features*

The following targeting rails/optimization tiles work with DOOH:

- [Site/App](#)
- [Geography](#)
- Geofencing (including [Factual Geofencing](#))
- [Venue Type](#)
- [Supply Vendor](#)
- [Device Type](#)
- [Private Contract](#)

- [Time of Day](#)
- [Temperature](#)
- [Weather Condition](#)

## Unavailable Features

The following features are not available for DOOH:

- [Pre-Bid Targeting](#)
- [Predictive Clearing](#)
- [Inferred Brand Intent \[Beta\]](#)
- [Forecasting](#)
- [Player Event Retargeting](#)

## DOOH Inventory

All DOOH inventory must be bought through SSP/publisher deals at this time.

SSP	The Trade Desk Buying Method	Markets	Creative Approval	Other Details
<b>Broadsign</b>	PMP deals	Canada, the United States  Belgium, Finland, France, Ireland, Italy, the Netherlands, Spain, Switzerland, the United Arab Emirates, and the United Kingdom  Australia	Manual	If running video creatives, additional setup may be required to ensure smooth campaign delivery.
<b>Digital Ad Exchange (DAX)</b>	PMP deals	The United Kingdom	Via bidstream  (Approvals may be done within an hour, but the DAX SLA is 48 hours)	
<b>Hivestack</b>	PG deals, PMP deals	Canada, Mexico, the United States  France, Germany, the United Kingdom, the United Arab Emirates  Australia, Hong Kong, Japan, New Zealand, Singapore	Via bidstream	We support Hivestack sending avails in local currencies, so adding a buffer between the base bid and the bid floor is recommended.
<b>Magnite DV+</b>	PMP deals	Canada, the United States		All Magnite DV+ publishers must be

		The United Kingdom		certified prior to live campaigns.
		Australia, New Zealand		
<b>Place Exchange</b>	Always-on deals, PMP deals	Canada, the United States	Manual	Place Exchange automatically sends back to The Trade Desk exposed device IDs for all DOOH campaigns that run on their inventory. This data is pushed to the platform weekly, and appear as first-party data segments starting with PX_ which may be used for lookalike audiences.
		Singapore	(Creatives may only be submitted for approval once—changes require re-submitting as a new creative)	Third-party impression tracking is supported.
<b>SSP1</b>	PMP deals	Austria, Germany	Via bidstream	
<b>Ströer</b>	PG deals, PMP deals (€5,000 per month deal minimum)	Germany	Via bidstream	Approval generally takes less than 48 business hours. You can set up a pre-approval deal to ensure no delay in going live.  Dynamic creatives are not supported.  Third-party hosted video creatives and third-party impression trackers are supported.
<b>VIOOH</b>	PG deals, PMP deals	The United States	Automated pre-approval is available for the United Kingdom only; non-UK markets require manual approval	
		Belgium, Finland, France, Germany, Italy, the Netherlands, Spain, Switzerland, and the United Kingdom		
		Australia, Hong Kong, Singapore, and New Zealand	(Creatives may only be submitted for approval once—changes require re-submitting as a new creative)	
<b>Vistar</b>	PMP deals	Canada, the United States	Via bidstream	Creatives within Montreal, Canada must be in French.
		The United Kingdom		
		Australia, New Zealand		