



DIGITAL OUT-OF-HOME

Cybba's DOOH (digital out-of-home) solution makes buying advertisements on outdoor media more targeted and simpler to use than ever before.



The United States is the largest OOH advertising market in the world with 70% of inventory being roadside billboards. Buying DOOH allows advertisers to harness the power of programmatic targeting while getting in front of thousands of eyeballs nationally. With over 66% of smartphone users taking some type of action on their device after seeing an OOH advertisement, DOOH is a strategic and effortless addition to any media buy.

BE SEEN ON MORE THAN A DIGITAL SCREEN:

- Universities
- Office Buildings
- Hotels
- Vending Machines
- Highway Roadsides
- Malls, Subway Stations
- Kiosks
- Display Panels
- Sports Gyms
- Supermarket Checkouts
- Screen TV Monitors
- RON/Billboards

PREMIUM INVENTORY:



CAPTIVATE

OUTFRONT/

lightbox

Westfield

ZO
OM
MEDIA

TOPGOLF

Vengo

Intersection

TouchTunes

LifeFitness

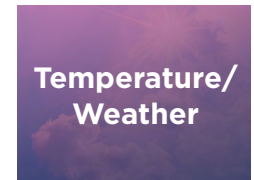
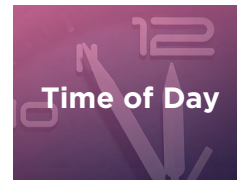
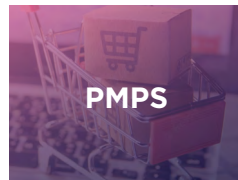
LinkNYC

curb

VMO

Clear Channel

SAMPLE TARGETING OPTIONS:



CROSS-CHANNEL APPROACH:

Remessaging allows for capturing a device ID from the publisher in order to push messaging to the same user on multiple channels, such as programmatic display.

WHAT YOU NEED TO GET STARTED:

- DOOH allows for static display or video formats
- Sizes: 1920x1080, 1080x1920, 1764x468, 1386x324, 1188x288, 1180x300, 1064x224, 900x288, 794x396, 576x396, 570x600, 504x864

Contact Cybba today to launch your brand everywhere!

Visit us at cybba.com or email marketing@cybba.com

Source: OOH inventory percentages and usage rates come from eMarketer, Outdoor Advertising Association of America, and Business Insider.