

**BUYING PROGRAMMATIC DOOH IS EASY!**

Start trading today with one of these models.

**AVAILABLE NOW:**



**ASSISTED OUTSMART PRO SERVICE**

Hassle free – we manage it for you!  
Rate protected, with lower rates for volume buys  
Audience targeting included



**DIY OUTSMART PRO SERVICE**

Do it yourself!  
Rate protected, with lower rates for volume buys  
Audience targeting is included

**AVAILABLE FROM Q1 2021:**



**PRIVATE AUCTION**

Get invited to our Private Marketplace Auctions!  
Lower rates for volume buys



**OPEN AUCTION**

No minimum impressions required!  
Bid and pay what you want

## WHAT AM I BUYING ON OUTSMART PRO?

High-definition, 75" PLAY digital screens across 250 streetside locations, island-wide

## WHAT AM I TRADING IN?

Cost per 1,000 impressions (CPM)

## WHAT DO I GET TO CHOOSE?

- Buy according to impressions (CPM) or set your media budget
- Geo-fence in proximity of your desired points-of-interest or PLAY locations
- Target your desired audience

## WHAT ARE THE ADD ONS?

- Audience Targeting: \$3 CPM. Target your desired audience segments (pre-included for Assisted/DIY OutSmart Pro Services)
- Uplift Measurement: \$3 CPM. Measure attribution to your stores
- Mobile Targeting: \$9 CPM.

## WHAT CAN I GET FOR MY BUDGET?

Click [here](#) for our OutSmart Pro calculator.

## TOP 10 QUESTIONS ASKED!

### What is an Impression Multiplier?

An Impression Multiplier indicates the number of people who are exposed to an ad as soon as commuters are detected (in 1 second). This results in Opportunities-to-See (OTS) or Footfall or Dwell Time.

With this data, each screen is scored with an Impression Multiplier value, a practice recommended by IAB and adopted in pDOOH.

This value is calculated as:

$$\text{Impression Multiplier} = \text{OTS (or footfall)} \times [\text{Dwell(seconds)} / 3600 \text{ seconds}]$$
$$\text{Play Count} \times \text{Impression Multiplier} = \text{Total Impressions}$$

### Who are the data providers?

Quividi powers LEXI, our first-party data from which OTS and Dwell data are measured to derive an Impression Multiplier, per-screen-per-hour.

Click [here](#) for Quividi's methodology.

Lifesight provides location intelligence data.  
Click [here](#) for Lifesight's Audience Guidebook.

All data providers are GDPR and PDPA-compliant.

### What can I control?

With DIY OutSmart Pro Service, you will have access to a self-service dashboard to optimise performance

- Monitor pacing of impressions served
- Pause your campaign and resume at a later time
- Adjust your targets (increase the number of screens or widen your custom audience targets)
- Set frequency caps to determine the duration of the display intervals of your creative visuals

### Can I select Proximity Packs?

Yes, you can select from 19 Proximity Packs across the most popular audience segments, such as:

- 6 & The City (for CBD workers and residents)
- ATAS (for High Networth Individuals (HNWIs), island-wide)
- Business-As-Usual (for PMETs, island-wide)
- Everywhere (for everyone, island-wide)
- Fit-Buff (for fitness junkies, in and around gyms)
- Happy Hours (for diners and drinkers, around popular drinking spots)
- Kopitiam Kakis (for kopitiam customers, island-wide)
- Nest Egg (for retirees, island-wide)
- Neighbourhood (for HDB dwellers, around all HDB New Towns)
- M18 (for youth, 18+)
- PG (for kids, below 18)
- Rev! (for drivers and vehicular commuters)
- Satellite (for HDB dwellers, in specific HDB New Towns)
- Spree (for shoppers, across Singapore's top malls)
- SuperValueDeal (for shoppers, across convenience stores and supermarkets)
- SuperValueMeal (for fast-food eaters, around quick-service restaurants, island-wide)
- Uniquely SG (for tourists, around tourism destinations)
- WIWYA (for kids, youth, first jobbers, up to 25 years old, island-wide)
- Yummy Mummy (for the Chief Family Officer (CFO) and decision-maker of the family's budget, island-wide)

For more visit <https://clearchannel.com.sg/proximity-packs/>

### How are audiences determined for Audience Targeting?

The audiences are custom-created based on their mobile device IDs that are in proximity of selected points-of-interest, and the user's mobility travel patterns and/ or behavioural patterns.

## What is the order of priority to serve the impressions?

- Priority Level 1: Media Spend or Target Impressions
- Priority Level 2: Proximity geo-fencing or selected screens
- Priority Level 3: Audience Targeting

## What are the specs for OutSmart Pro?

- Static Visuals: 1080px W x 1920px H
- Traffic-Facing: Static Only (JPEG), 10" duration
- Non-Traffic or Pedestrian-Facing: Static (JPEG) or Video (MPG4, H264 encoding, no audio), 10" only

## Where do I send my creatives for submission?

- For Assisted OutSmart Pro Service: Email your creative visuals to the Sales Optimiser assigned to your campaign
- DIY OutSmart Pro Service: Creatives may be submitted directly from the dashboard.

## What is available in the performance report?

- Total Impressions
- Play Counts
- Media Spend
- Audience Targeting Impressions
- Campaign Performance by Site Breakdown

**READY TO GET STARTED WITH OUTSMART PRO?**



**ASSISTED OUTSMART PRO SERVICE**

Enquire with your Clear Channel Sales Representative  
or simply email your request to  
[sales@clearchannel.com.sg](mailto:sales@clearchannel.com.sg).



**DIY OUTSMART PRO SERVICE**

Email your request to [sales@clearchannel.com.sg](mailto:sales@clearchannel.com.sg).

A Buyer's Agreement will be sent to you for endorsement.  
Following which, an email confirmation, with your unique ID  
and password will be sent in 5 working days

**Registration is FREE.**

Simply email your request to [sales@clearchannel.com.sg](mailto:sales@clearchannel.com.sg).

## SET YOUR CAMPAIGN IN 9 EASY STEPS.



**STEP 1**  
Sales Enquiry with Campaign Brief.  
1 - 3 working days.



**STEP 2**  
Deal is Made!



**STEP 3**  
Account created. 5 working days.



**STEP 4**  
Buyer sets up campaign.



**STEP 5**  
Submit Ad Copy before 12 noon.



**STEP 6**  
APPROVED! Your ad copy meets the required specs. 1 working day prior to launch.



**STEP 7**  
Ad copy is served programmatically.



**STEP 8**  
Monitor Campaign performance.  
Start, Pause, Stop, or Optimise as you require\*.



**STEP 9**  
Clear Channel bills Buyer for Impressions served,  
28th every month

\*Non-guaranteed deals only