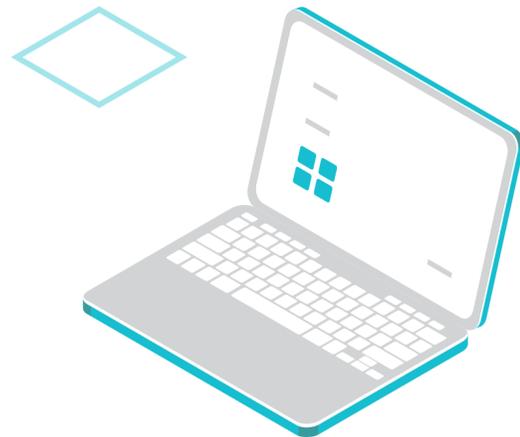


OutSmart

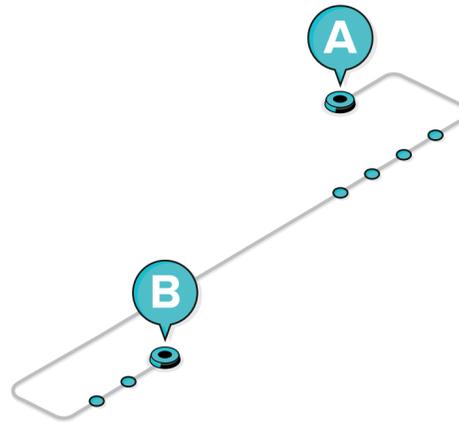
Helping you plan and buy out-of-home, smartly.

OutSmartPro



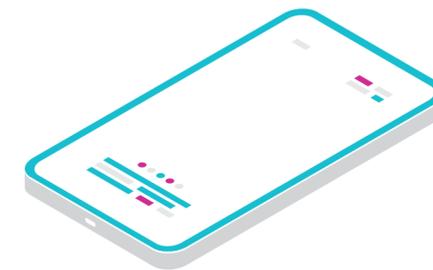
Access OOH from our dedicated storefront, or your preferred trade desk.

OutSmartPin



Follow your lead, from a point-of-interest to a point-of-sale.

OutSmartConnect



Recapture their attention with relevant and specific retargeting experiences.

OutSmartPro

We're introducing **Singapore's first built-for-purpose exchange for out-of-home**: with **OutSmart Pro**, programmatic trading for digital out-of-home (pDOOH) has truly arrived.

Together with **Hivestack**, you can now access **Clear Channel Singapore's** digital inventory from **Hivestack's DSP**, or its partners' DSPs, or from **our very own OutSmart Pro storefront**.



OutSmartPro

OutSmart Pro starts with a simple premise:
It's all about you.



You need **speed and control** over OOH (ability to start/ stop or increase/ decrease campaigns).



You need **intelligence** from OOH (data to inform your investment, from optimisation to attribution).



You invest in digital and you need **synergies between OOH and your other digital investments**, like mobile, social or search.



You think digital signage parlance, like “spots” and “loops” are passé; and you care more about **audiences and impressions**.



You think being **location-based is important but being proximity-based is becoming even more important**.



You want your OOH campaign to be more responsive, so you can take **contextual advantage** of situational triggers, such as the weather, times, activities and occasions; and even your budget.



We look forward to the opportunities that pDOOH brings: a viable and valuable new channel of **flexible, creative, data-rich and affordable OOH** inventory that benefits advertisers, agencies and consumers.



pDOOH allows you to buy Clear Channel Singapore's digital inventory from the same DSPs that are trading online, mobile and other digital channels, **making the promise of a frictionless digital ecosystem a reality.**



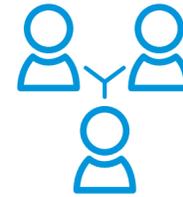
OutSmart Pro allows us to **fit into the established digital ecosystem.** It's our job to convince you why digital budgets could be transferred to OutSmart Pro.

OutSmartPin

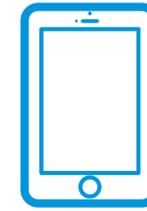
Follow your lead, from a point-of-interest to a point-of-sale.



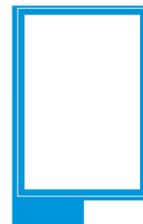
Clear Channel's OOH inventory
Coverage of 3,000 unique locations
in Singapore



Audience Profiling
Identify custom audience segments &
activate them on the OOH channel



People Movement
Plug into and leverage real world
consumer data. The use of mobile data
to track footfall



Formats
6-sheet / Electric City / Play /
The Canopy / The Classifieds
The Marquee / The "New" 6-sheet /
The Spectacular / The Street Billboard



Points-of-interest
Store visitor trends to your store
vs. your competitor's



Gain Audience Insights
Understand their interests, brand and
category affinities

OutSmartConnect

Increase conversions, with cross-device, cross-channel targeting.

OOH-to-Mobile

Connect seamlessly from OOH to Online with OutSmart Connect.

With double exposure to OOH posters and mobile banner ads, mobile devices are then tracked from exposure-through-to-conversion, beyond just CTR.

