

Our promise of a frictionless digital ecosystem, is *now* a reality.

An omnichannel journey with **OutSmart Pro.**

It's all about **you**

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.

Which **service** should you use?

Guaranteed	ASSISTED OUTSMART PRO SERVICE	You want a one-stop solution. Clear Channel will manage the buy for you from planning, optimising to reporting.
	DIY OUTSMART PRO SERVICE	You want to take control of your campaign. You decide when you want to start or pause, increase or decrease your pDOOH campaign.
Non-Guaranteed	PRIVATE MARKETPLACE	You want to deliver an omnichannel strategy (customise deals just for you). Clear Channel will create private deals via Hivestack or Vistar Media.
	OPEN EXCHANGE	You want to deliver an omnichannel strategy (bid for what you want). You decide your choice of inventory and bidding price via Open Exchange.

What are the features?

		Location Targeting	Audience Targeting	Situational Triggers	Audio-enabled*	Fixed CPM	Frequency Capping	Pacing Managed By
Guaranteed	ASSISTED OUTSMART PRO SERVICE	✓	✓	✓ Time-belt, Day-parts and Weather	✓	✓	✓	CCS
	DIY OUTSMART PRO SERVICE	✓	✓	✓ Time-belt, Day-parts and Weather	✓	✓	✓	Buyer
Non-Guaranteed	PRIVATE MARKETPLACE	✓	✓	✓ Time-belt, Day-parts Temperature and Weather	✓	✓	✗	Hivestack, Vistar Media or your preferred DSP
	OPEN EXCHANGE	✓	✓**	✓ Time-belt, Day-parts Temperature and Weather	✓	✗	✓	Hivestack, Vistar Media or your preferred DSP



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* Audio-enabled for pedestrian-facing screens from 7.00am to 10.30pm.

** Subject to selected DSP

Who should you approach?

Guaranteed	ASSISTED OUTSMART PRO SERVICE	Look for your Clear Channel Sales Manager and we will manage your campaign from start-to-end.
	DIY OUTSMART PRO SERVICE	Look for your Clear Channel Sales Manager and sign a Buyer Agreement to get your login account.
Non-Guaranteed	PRIVATE MARKETPLACE	Look for your Clear Channel Sales Manager to create your deal and tell us who you want to transact via (Hivestack or Vistar Media).
	OPEN EXCHANGE	Log in to your preferred DSP and start your bidding.

Be the first onboard an Omnichannel journey, with OutSmart Pro



1.	2.	3.
[Starter]	[Pro]	[Premium]
\$30,000	\$60,000	\$90,000
3,750,000 Impressions	8,600,000 Impressions	15,000,000 Impressions

OutSmartPro 

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1. Book by 30 September 2021. Campaigns run until 31 December 2021. Limited to the first 10 advertisers.
2. Applies to Private Marketplace (Private Deal or Preferred Deal) only.
3. Audience targeting included.
4. Creative adaptation (static) value-added.
5. Publicity and PR for VIP launch partners.



Our promise of a frictionless digital ecosystem, is now a reality.

Plan your campaigns with an omnichannel strategy and buy on the same DSPs that are trading online, mobile and other digital channels.



Book by 30 September 2021 and be our VIP Launch Partner

To enjoy exclusive rates and discounts.



Select the model that suits your needs.

Choose how and who you want to buy with – OutSmart Pro Assisted or DIY, Private Marketplace or Open Exchange.



Request for a Demo.

Your Sales Manager will take you through the process and answer any questions you have.