

# We believe in real impressions.

popspots



oohmediausa  
media that turns heads!

MEDIA KIT 2019



# Be a part of your consumer's daily routine.

Grocery stores aren't just a retail shop—they're the center of the community. We built the Popspots digital display network to connect advertisers with key decision makers in a trusted, high-traffic environment.

# Who We Work With

Popspots supports a wide range of clients from every industry



# Why the Grocery Store?

## Center of the community

**98%** of grocery shopping is in-store

## Frequent touch point

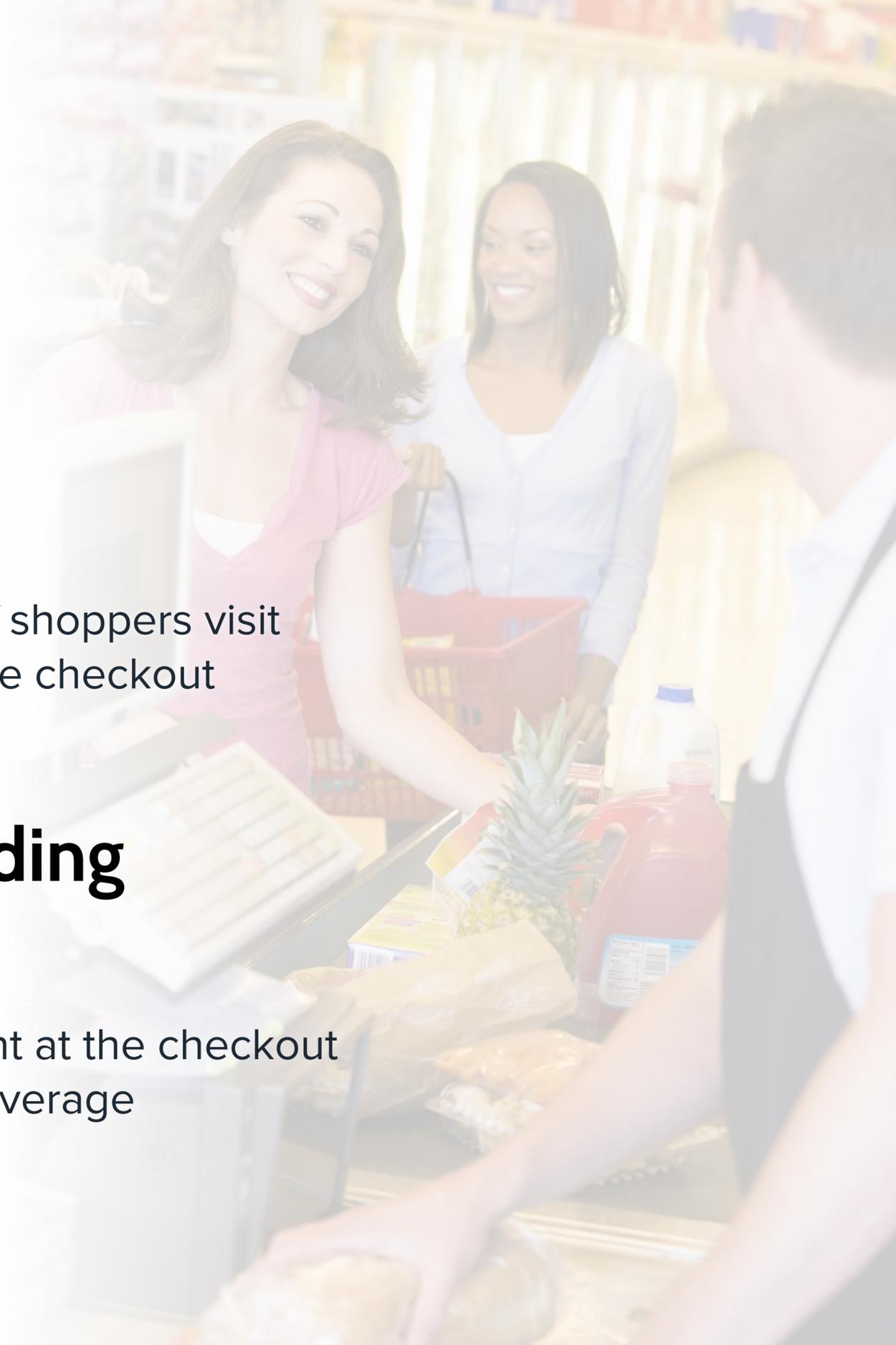
**1.5** trips every week for the average shopper

## Reach every customer

**100%** of shoppers visit the checkout

## Industry-leading dwell time

**4.5min** spent at the checkout on average



# Why Popspots?

A Truly *Digital* Out-of-Home Experience

## Effortless planning

Target your audience and update creative at any time from anywhere

## Verified Impressions

Measure the number of consumers that actually view your ads

## Tracked Engagement

Understand how well your creative is performing in real-time

# 380 Stores and Counting



- Current stores
- New stores in the next 6 months



# Our Network

**2,100**

Digital Displays

**120M**

Monthly Impressions

**4M**

Customer Reach

# Media Format



## Popspots Display

Popspots ads are served on smart displays in grocery store checkout aisles. The displays are motion-activated and run short-form content for customers as they check out.

## Formats

<b>Aspect Ratio</b>	16:9
<b>Min. Resolution</b>	1280 x 720
<b>Duration</b>	6 or 15 seconds
<b>File Type</b>	.mp4, .mov, .jpg, .png

# Example Use Cases

## Build Awareness

A university wants to highlight their upcoming basketball game. Using educational creative, Popspots improves visibility for the program in the surrounding community.



## Drive Acquisition

A global bank wants people to sign up for their exclusive credit card. By targeting stores with a wealthier customer base, Popspots promotes the offer to the right people in a receptive setting.



## Strengthen Loyalty

An insurance company wants to increase mind-share for existing customers. Popspots reinforces the client's value to consumers at frequent touchpoints in their daily routine.



# How to Buy

## DOOH Programmatic Networks

**VISTAR** MEDIA

 PLACE EXCHANGE

  
rubicon  
PROJECT

 ADOMNI

## Direct

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# Want to learn more?

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