



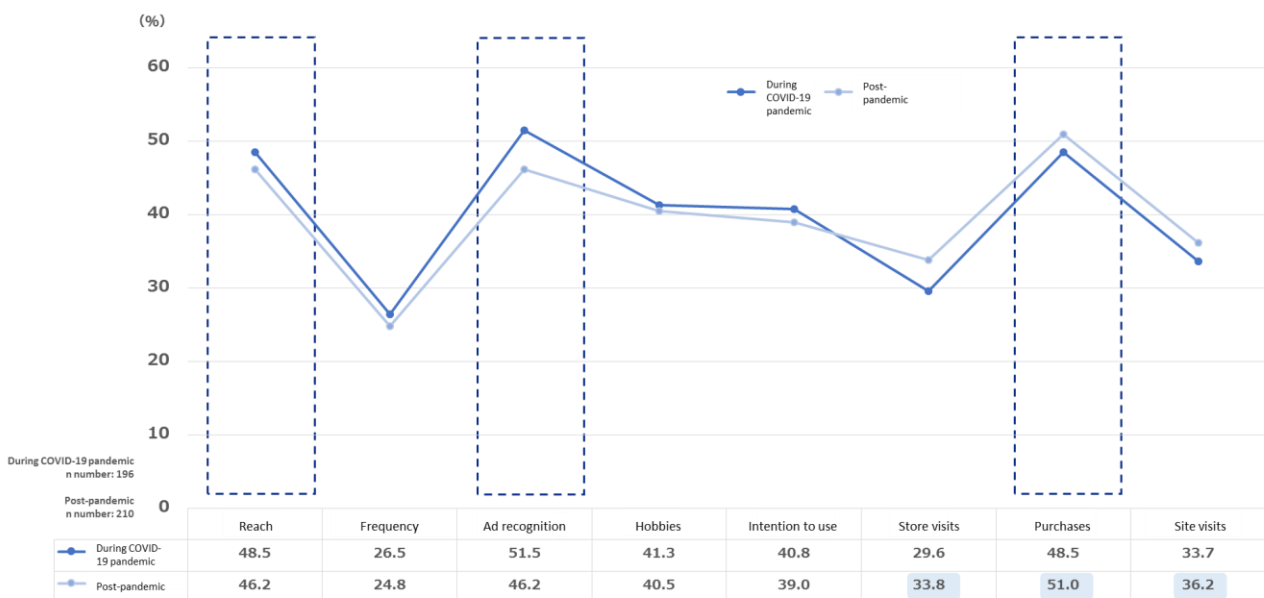
Survey on Digital OOH Aims and Applications We Asked Advertisers: What Do You Use as an Effectiveness Indicator (KPI/CV)?

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) has conducted a survey among men and women between the ages of 20 and 69 who work for companies across Japan. The survey focused on people with experience placing digital OOH ads and asked them about their intentions for using digital OOH and how they imagined they will use it. Many advertisers responded that they were very uncertain about which indicators should be used to measure digital OOH. In this survey, we conducted a questionnaire to find out which kind of effectiveness indicators (KPI design or CV measurement) are used by advertisers who have experience placing OOH ads.

◆ What are the KPIs for digital OOH ad distribution during the COVID-19 pandemic and for the post-pandemic era?

We found that most respondents measure digital OOH distribution effectiveness using **reach, ad recognition, and purchases** as KPIs. In addition to ad recognition and reach, many respondents indicated that they would use KPIs such as changes in attitude or behavior after the pandemic. These included **purchases, store visits, and site visits**—distinctive features of outdoor advertising which will be used to target higher footfall.

Indicators set as KPIs when advertising is placed



◆ **What are the CV measurement indicators for digital OOH ad distribution?**

For CV measurement at the time of digital OOH distribution, actions such as **store visits, purchases, downloads of applications, and site visits** were used as CV measurement indicators, as they can be analyzed by combining them with other data, which enables a location data driven approach, etc. The following results are summarized by industry:

By industry: Indicators designed for CV measurement when advertising is placed

Industry	CV measurement	Industry	CV measurement
Telecommunications	Purchases and site visits	Aviation	Purchases, site visits, card applications
Haircare products	Items that enable data-driven approach	Railroad	App downloads
Major non-life insurance companies	Confirmation of motivation of prospective buyer	Supermarkets	Effect of store visits, Frequency of purchases
Amusement and leisure	Leads to store visit	Automotive (Japanese companies)	Number of voluntary actions taken to view ad
Consumer electronics	Site visits and clicks	Tobacco	Purchase
Automotive (Japanese companies)	Can visit the site	Real estate	Measurement of effectiveness of target area and subsequent action history
Real estate	Store visits, site visits	Personnel services (temporary staffing, placement)	Revisiting the site
Finance	Site visits		
Condominium sales	Store visits, products purchased, number of purchases		
Department store	Measurement of the behavior and purchasing trends of people who viewed the advertisement		
Medical supplies	Finding repeat customers		

However, some advertisers expressed uncertainty about what kinds of indicators are most appropriate for measuring digital OOH. This suggests there will be a need to work with advertisers to create indicators for effective KPIs and CV designs based on how each issue is addressed.

◆ **LIVE BOARD, INC.**



A digital OOH ad network operator achieving data driven targeting and effectiveness verification

LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when the patterns of movement of people are prone to change. In addition, by combining big data from Japan's largest carriers with our proprietary network that comprises a wide range of digital OOH throughout Japan, including outdoor, indoor, train, and station OOH ads, we have enabled the delivery of personalized ads such as targeting by gender and age, which was not feasible with conventional OOH.

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Capital	2.5 billion yen
Start of operation / Date of establishment	February 1, 2019
Business areas	DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales
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