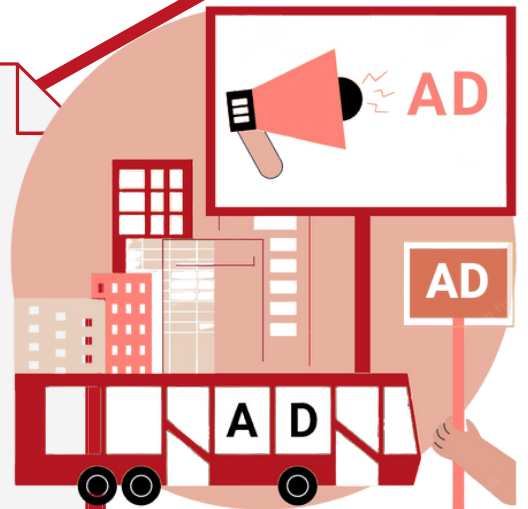


Maximizing OOH Advertising Revenue with Effective Inventory Management

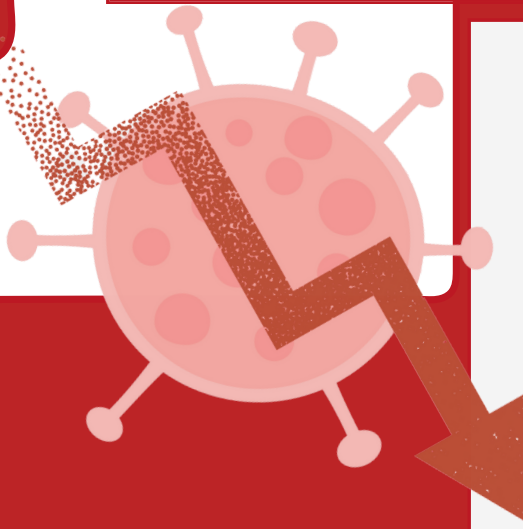
the OOH Industry

- Diverse formats and sizes cater to diverse audiences and advertising needs.
- OOH media has embraced technological advancements to remain relevant.



Impact of COVID-19 on OOH advertising

- Lockdowns led to reduced foot traffic and limited outdoor movement, affecting OOH effectiveness.
- Media owners struggled to deliver value, resulting in halted campaigns and plummeting revenues.



Resilience and bounce back of the OOH Industry

- As restrictions eased, demand for OOH advertising resurged.
- OOH media is recognized as key for building brand awareness and driving sales.



Importance of effective inventory management

- Tracking availability, occupancy, and utilization across formats and locations is crucial.
- Optimizing inventory leads to improved revenue potential and ad campaign effectiveness.



Benefits of a revenue management system (RMS)

- An RMS eliminates manual tracking and offers real-time visibility into available ad spaces.
- Enhances operational efficiency and decision-making capabilities.

