

Amobee Launches OOH Offering for the Australian Market

Exclusively powered by Vistar Media, programmatic OOH is now available on Amobee for a complete omnichannel approach

SYDNEY, AUSTRALIA, 29 July 2020 — Amobee, the global advertising technology company reinventing advertising for the converging world, today launched out-of-home (OOH) capabilities on the Amobee platform for the Australian market, as a result of an exclusive partnership with Vistar Media, the global leader in programmatic technology for digital out-of-home (DOOH).

This partnership allows for the seamless integration of DOOH into omnichannel marketing strategies, in accordance with openRTB standards. By integrating with the Vistar supply-side platform (SSP), Amobee can now provide the programmatic flexibility, measurability and targeting options that clients demand to OOH as well as online media.

"Understanding audience movement patterns and habits is more important than ever, especially in light of recent global developments affecting mobility," said Andrew Dixon, Head of Sales at Amobee.

"We have a strong history using our location capabilities to power OOH planning and measurement, so activating DOOH directly within our platform was the final step for us in providing brands and agencies with end-to-end DOOH capabilities. Our partnership with Vistar Media supports real-time audience based buying specifically for Australian customers, with their vast supply, technology and service allowing us to add DOOH to our best-in-class omnichannel advertising solution," he adds.

"We are excited to be Amobee's exclusive partner in the Australian market, as we grow our footprint to connect marketers, media owners, and audiences like never before," said Ben Baker, Sales Director, ANZ at Vistar Media. "As a partner, Vistar Media provides industry-leading tools for those utilising the Amobee platform to reach their desired audiences across unique OOH media and measure the real-world impact of their campaigns."

OOH inventory is now available for purchase on the Amobee DSP.

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