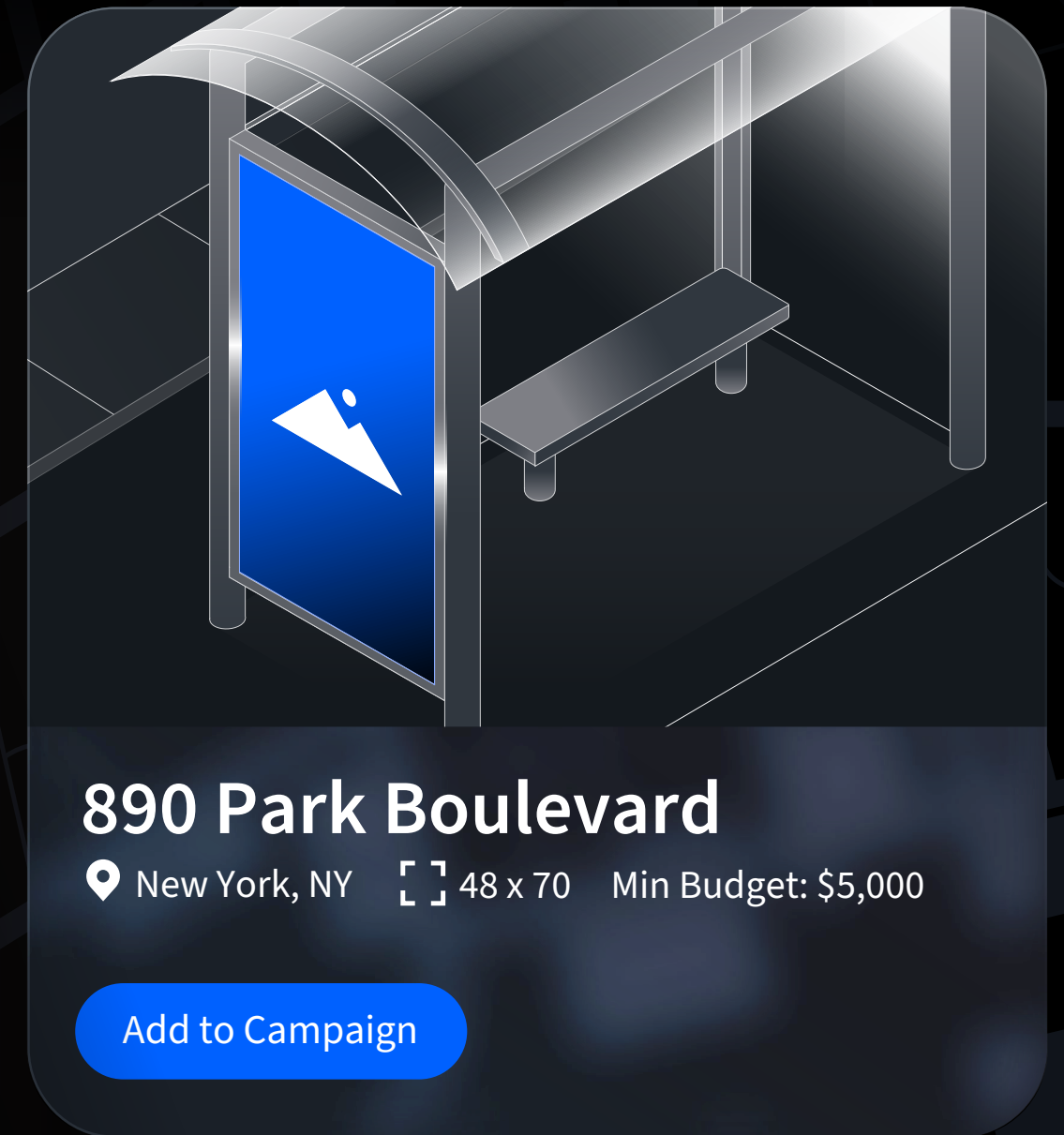


Level Up Your Digital Out-of-Home Strategy

Expert-Backed Tips for Building
Head-Turning Campaigns



890 Park Boulevard
📍 New York, NY 📏 48 x 70 Min Budget: \$5,000

[Add to Campaign](#)

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The New Era of Out-of-Home Advertising

Often considered one of the oldest forms of marketing, out-of-home (OOH) advertising has been capturing customers' attention for centuries.

But over the past few decades, ongoing technological advances and decreased costs for digital display screens have transformed traditional OOH from a once-static medium into something high-def, dynamic, and accessible to advertisers of all sizes: digital out-of-home (DOOH) advertising.

THE NEW ERA OF OUT-OF-HOME ADVERTISING

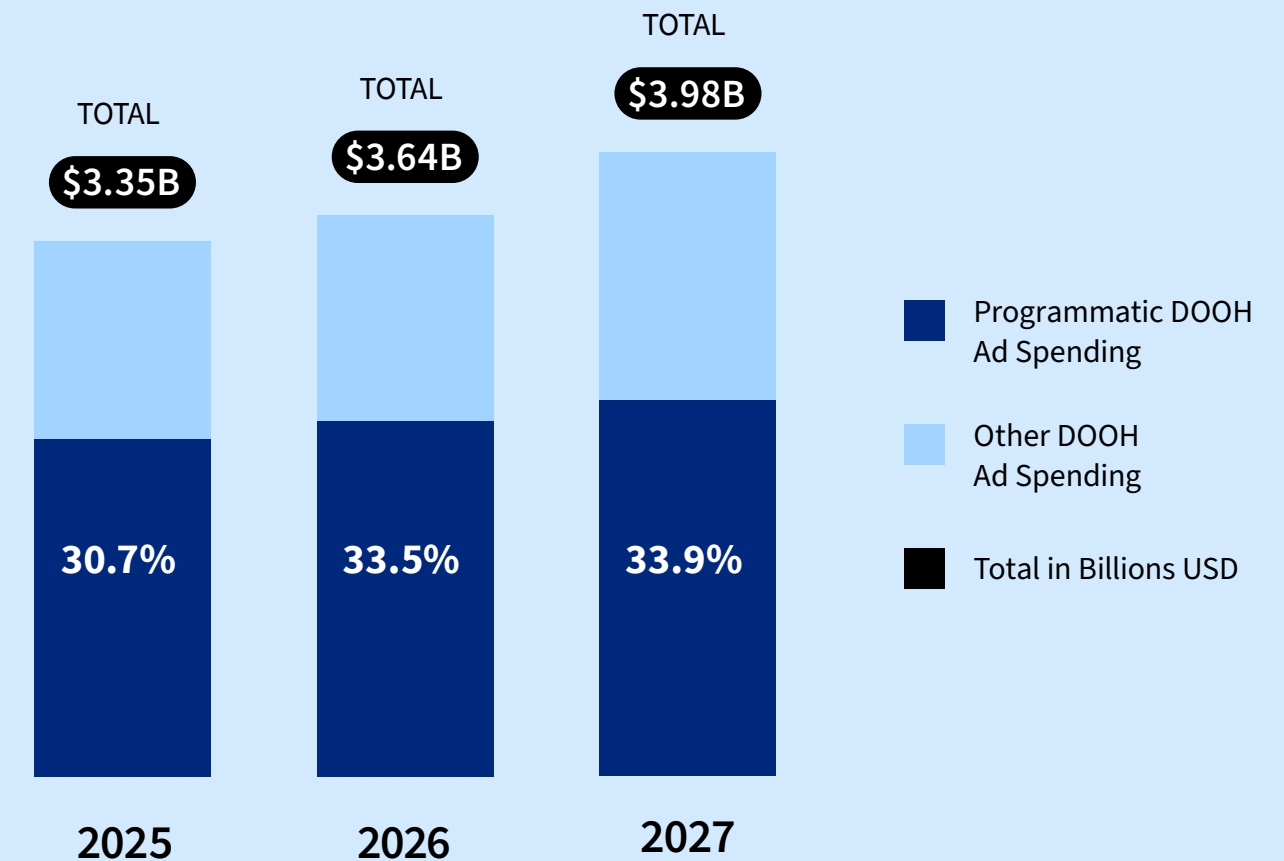
With its extensive inventory options, enhanced targeting, and unique ability to drive both broad awareness and lower-funnel conversions in the real world, DOOH advertising has emerged as an ideal method for engaging audiences beyond their IP addresses. Add the efficiency, flexibility, automation, and cost-effectiveness of programmatic buying, and today's advertisers are increasingly using DOOH in data-driven, omnichannel campaigns.

Now, OOH ad spending is increasing and outpacing legacy channels, such as radio and TV, which are less effective at improving awareness and purchase intent.

Although a recent study found that only 10% of US brand and agency marketers cited OOH/DOOH as a priority, 40% of agency professionals told Digiday that they expected their clients to increase OOH spending in 2025.

As a result, DOOH now makes up 42% of the category's revenue, and programmatic accounts for 30% of that. By 2029, nearly two-thirds of every DOOH dollar will be traded programmatically, cementing its status as the engine driving OOH's resurgence.

US DOOH Ad Spending



i Source: EMARKETER Forecast, April 2025; EMARKETER Forecast, July 2025

Whether you're new to DOOH or looking to level up your campaigns, this guide delivers the strategies and insights you need to stand out from the competition and inspire audiences to take action.

DOOH Advertising Basics: Definition, Differences, and Benefits

Before we dive deep into how to use DOOH advertising to deliver unmissable brand moments, let's go over a few things you need to know.

What Is DOOH Advertising?

DOOH is a type of advertising that uses digital billboards, signage, and screens to show ads in high-traffic areas. These places include shopping malls, bus stops, airports, elevators, grocery stores, and other busy locations.

What Is the Difference Between DOOH and Traditional OOH Advertising?

DOOH shares many similarities with traditional OOH advertising: both aim to reach large audiences in public spaces, capture attention with visually compelling messages and imagery, and enhance brand visibility and awareness.

However, unlike traditional outdoor advertising, DOOH is highly adaptable. It employs digital screens, such as LED displays, interactive kiosks, and digital billboards, to deliver ads that can be updated and dynamically adjusted in real time.

This makes it a powerful channel for marketers to engage with consumers during transitional moments throughout the day.

The types of locations where ads are displayed—like on the sides of buildings and public transit stops—are mostly the same. But how they're delivered is entirely different.

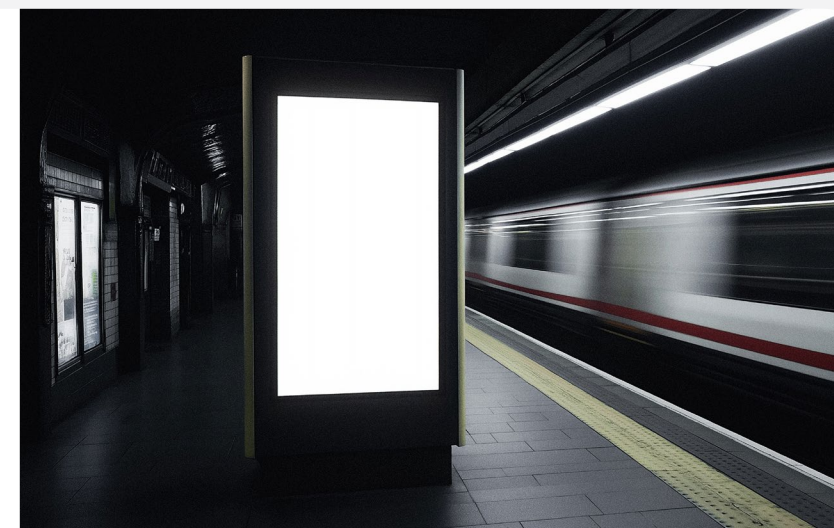
Traditional OOH

Static images that require on-site visits to change.



DOOH

Digital ads that can be adjusted and optimized in real time.



Benefits of DOOH Advertising

Because of its increased programmatic capabilities, improved measurement, and ability to serve multiple ad creatives in a single placement through dynamic ad rotation, the Out of Home Advertising Association of America (OAAA) says that DOOH advertising is becoming “an increasingly attractive option for major brands,” providing them with more flexibility than traditional static billboards.

Here are some of the main benefits of DOOH advertising:

BENEFIT 1

Precise Targeting

DOOH allows advertisers to cast a wide net or go super granular with their targeting, fine-tuning campaigns based on the location, time of day, and who’s most likely to see an ad.

BENEFIT 2

Campaign Flexibility

When you need to make a change, you don’t have to send someone to tear down or put up a billboard. Advertisers can swap creatives and adjust campaigns without having to set foot on-site.

BENEFIT 3

Dynamic Capabilities

Unlike traditional OOH, which is static, DOOH can use videos, animations, and other interactive elements, making it easy to repurpose creatives from video or CTV ads.

BENEFIT 4

High Viewability

Adblockers don’t work in the real world. Because DOOH ads are larger than the majority of digital ads and shown in public spaces, they’re harder to ignore, making them highly visible and impactful.

BENEFIT 5

Privacy-Friendly Targeting

DOOH advertising often uses contextual signals—like weather conditions and nearby events—to target ads, making it a privacy-friendly solution that helps future-proof your multi-channel campaigns.

BENEFIT 6

Consumer Favourability

According to a study by the OAAA, 73% of US consumers view DOOH ads favourably—that's higher than video, social media, audio, and print advertising.

BENEFIT 7

Foot Traffic and Sales Impact

DOOH ads are highly effective at driving foot traffic. A study found that 51% of people who noticed a DOOH ad with directions to a nearby store visited the business (93% of whom completed a purchase).

BENEFIT 8

Interactive Engagement

DOOH campaigns can include QR codes, touchscreens, or gamified elements, encouraging direct interaction and providing trackable paths to conversion.

BENEFIT 9

Advanced Measurement and Reporting

DOOH can track impressions through device data, measure foot traffic by linking ad exposure to in-store visits, and quantify brand and incremental lift through studies (more on that later).

DOOH Ad Formats

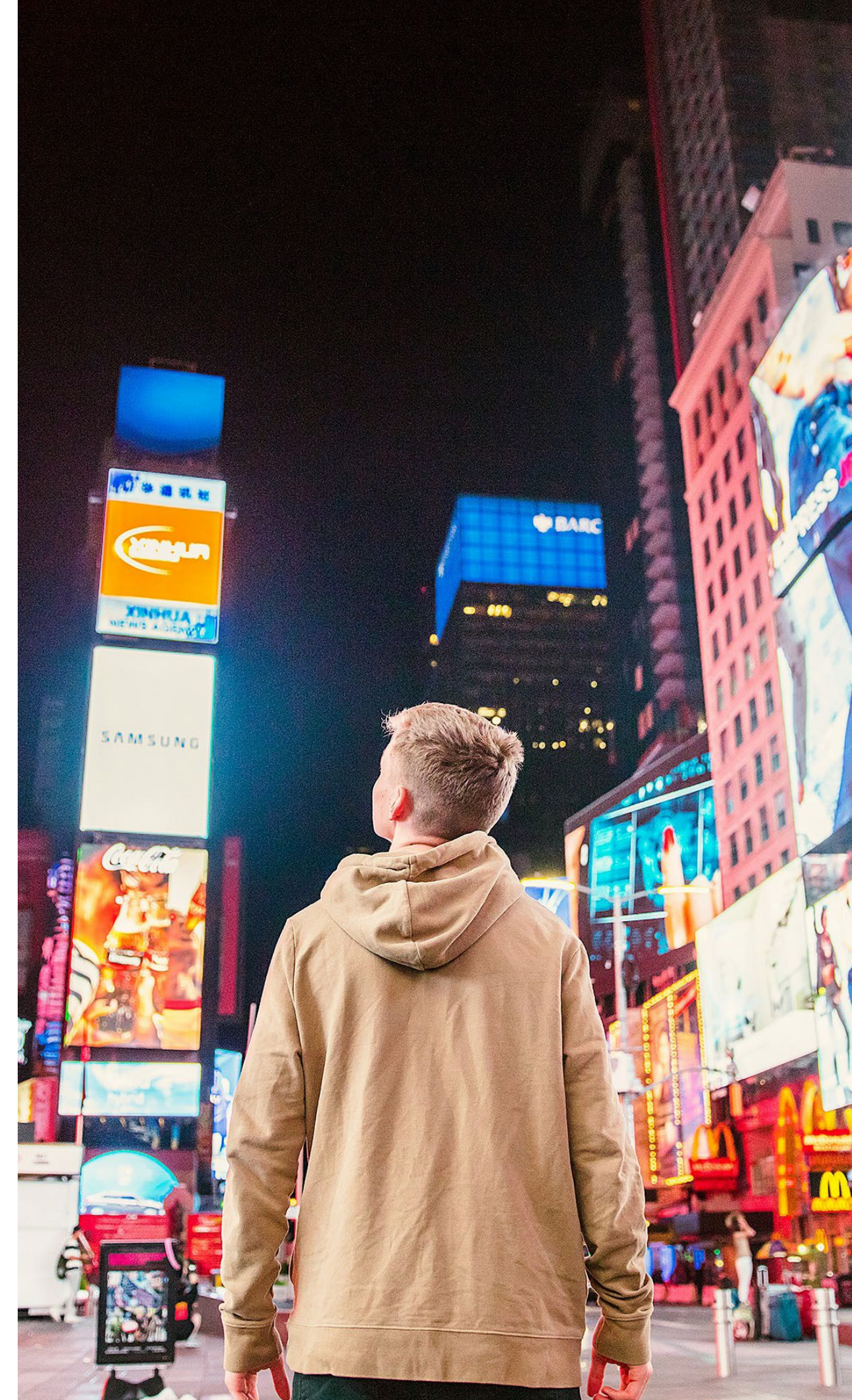
DOOH comes in several formats, each with its own strengths depending on where audiences are and how messages are delivered. From large-scale billboards to in-store displays, here are the main types of DOOH placements and what makes them most effective.

Large Format

Built for scale, large format DOOH placements reach the widest possible audience and are strategically placed in high-traffic areas to maximize visibility. They're effective for generating brand awareness, making them ideal for product launches, market expansions, or any campaign that requires a large canvas to deliver its message.

Large format DOOH ads are commonly found on:

- 1 Billboards along highways and major roads
- 2 Walls and building facades
- 3 Large screens outside of stadiums and arenas
- 4 Displays in airports and train stations



Place-Based

These ads appear in everyday venues where people are shopping, exercising, dining, or in transit.

Place-based DOOH ads are commonly found in:

- 1 Shopping malls and retail stores
- 2 Gyms and fitness centers
- 3 Medical offices and universities
- 4 Restaurants and bars

When DOOH ads match their setting, they're more likely to drive action. For example, promoting workout gear in gyms or health products in medical offices can help marketers reach their ideal audience when intent is already high.

Transit

Transit DOOH combines broad reach with strong engagement by capturing the attention of commuters and travellers during their daily journeys.

Transit DOOH ads are commonly found in:

- 1 Taxis and rideshares
- 2 Bus stops and transit hubs
- 3 Subway stations and platforms
- 4 Airport shuttles and train interiors

For example, top-of-taxi billboards can showcase local attractions or upcoming events, while in-vehicle and seatback screens can provide contextually relevant, timely offers—like discounts at nearby restaurants or food deliveries—to engage riders mid-journey.



These screens are particularly effective for tourism boards, entertainment brands, and retailers looking to reach people on the move or prompt action once they arrive at their destination.

Point of Purchase

These ads appear within retail environments and are strategically placed near checkout counters, shelves, and product displays to influence purchasing decisions at the point of sale. They're especially effective for CPG brands promoting snacks, beverages, personal care items, or seasonal offers.

Point of purchase DOOH ads are commonly found in:

- 1 Store entrances and exits
- 2 Checkout aisles
- 3 End caps and shelving

For example, a digital screen at checkout promoting a new soft drink can spark impulse buys as customers finalize their shopping.



Check This Out: According to [Vistar](#), 58% of shoppers who saw a DOOH ad at a store entrance went on to purchase the advertised product.

High Impact

Also known as “spectaculars,” these premium DOOH placements dominate high-traffic areas with massive screens that deliver unmatched visibility.

Examples of high impact DOOH include:

- 1 Las Vegas’ Sphere (pictured right)
- 2 New York’s Times Square
- 3 London’s Piccadilly Circus

Often located in cultural and commercial hubs, high impact DOOH ads are designed to capture attention and spark online buzz, extending reach far beyond the venue. For example, Sphere campaigns in Las Vegas regularly generate millions of organic views on social media.

i Note: Some high-impact placements are not available programmatically and can only be purchased through direct IO



DOOH Targeting Options

Targeting in DOOH works similarly to other digital channels, but with the added advantage of reaching people in the physical world. Here are a few ways advertisers can connect with the right audience and move them along the customer journey.



OPTION 1

Location-Based Targeting

DOOH campaigns can be targeted by country, state/province, designated market area, city, zip/postal code, political district, or point of interest (POI) to ensure ads run in the most relevant areas.



For example, a coffee chain promoting a new store opening could use POI targeting to serve ads within a defined radius of its new location, targeting inventory near nearby commuters and residents most likely to visit.

OPTION 2

Contextual Targeting

Advertisers can choose specific venue types—such as airports, malls, gyms, or gas stations—or even individual screens to ensure ads match the environment and audience.



Here's how that might look in practice: a quick-service restaurant could run ads on gas station displays, reaching drivers who may be thinking about grabbing a meal while on the go.

OPTION 3

Dynamic Targeting

Advertisers can adjust DOOH campaigns in real time based on weather conditions or time of day, ensuring messages are always timely and relevant.



For instance, an auto repair shop or dealer could trigger ads promoting winter tire changes in regions expecting their first heavy snowfall, while a breakfast chain could use dayparting to schedule ads targeting commuters during the early morning rush.

OPTION 4

Media Owner Targeting

DOOH also allows you to select specific media owners—the companies that operate networks of digital screens—similar to targeting publishers in other digital channels.



For example, a CPG brand could prioritize media owners with screens in airports to reach travellers browsing duty-free shops for snacks, beverages, or travel-sized essentials before their flights.

OPTION 5

Audience Targeting

Audience targeting in DOOH uses mobility and 3rd-party data to identify screens that overindex toward specific audience segments, such as frequent travellers, sports fans, or soft drink buyers.



For example, a beverage brand could run a private marketplace (PMP) deal targeting screens that overindex for carbonated drink shoppers in major cities, reaching the types of consumers who are most likely to make a purchase.



OPTION 6

Retargeting

DOOH retargeting allows you to re-engage audiences who have already been exposed to your DOOH ads by serving complementary messages across other digital channels like CTV, display, or digital audio.

Exposure is captured through mobile device IDs detected near DOOH placements, which can then be matched and retargeted later. This creates opportunities for sequential messaging, guiding consumers from an initial awareness play to consideration or purchase by delivering follow-up messages that reinforce a brand, highlight a product's benefits, or drive conversions. In fact, a study from the OAAA found that 74% of people take an action on their mobile device after seeing a DOOH ad, providing ample opportunities for continued engagement through retargeting.

Want a real-world example? StackAdapt client [Octopus Energy](#) used native and display ads to retarget users who viewed their DOOH ads, generating nearly 3 million impressions and over 1,000 conversions.

How to Get Started With DOOH Advertising

Launching a DOOH campaign doesn't have to feel overwhelming. Here are a few straightforward steps you can take to guide your campaign planning from strategy to execution.

1

Define Your Campaign Goals

Before planning any DOOH campaign, it's important to first clarify your objectives. Is your goal to increase brand visibility? Drive traffic to a website for sign-ups, registrations, or demos? Increase foot traffic to a physical location?

Knowing your goals upfront will ultimately determine the best way to reach your ideal audience.

2

Choose Key Locations

Once you've defined your goals, the next step is choosing where your ads will run.

The location should align with both your objectives and the audience you want to reach. Consider where your target customers spend their time and which environments are most likely to influence their purchasing decisions. These different settings—known as venue types—could include airports, taxi and rideshare digital tops, gyms, office buildings, grocery stores, or restaurants, depending on your campaign objectives.

3 Select the Right Format

Different DOOH formats serve different purposes. Some are designed for mass visibility, while others are built to influence shoppers closer to the point of purchase.

When deciding on the right format, tie it back to your campaign goals: if your objective is awareness, go big and focus on high-foot-traffic areas like transit hubs, city centers, and commercial districts. If your goal is conversions, prioritize placements that reach people while they're shopping, commuting, or already in a decision-making mindset.

4 Pinpoint Your Audience

Targeting ensures your DOOH campaign reaches the right people at the right time.

Programmatic advertising platforms make this possible by layering in factors such as location, time of day, event-specific triggers, and even behavioural data to serve messages when and where they'll have the most impact. These options allow you to refine delivery, improve campaign efficiency, and focus impressions on the audiences who are most likely to engage with your ad.



5

Pick the Right Buying Method

How you buy DOOH placements can be just as important as where you run them.

The right choice ultimately comes down to your campaign needs. If you want flexibility, the ability to test creatives, or stretch a smaller budget, open exchanges or PMPs are often the best fit. If you want to lock in premium screens during tentpole events like the Olympics, World Cup, or major industry conferences, programmatic guaranteed and direct IOs provide more certainty.

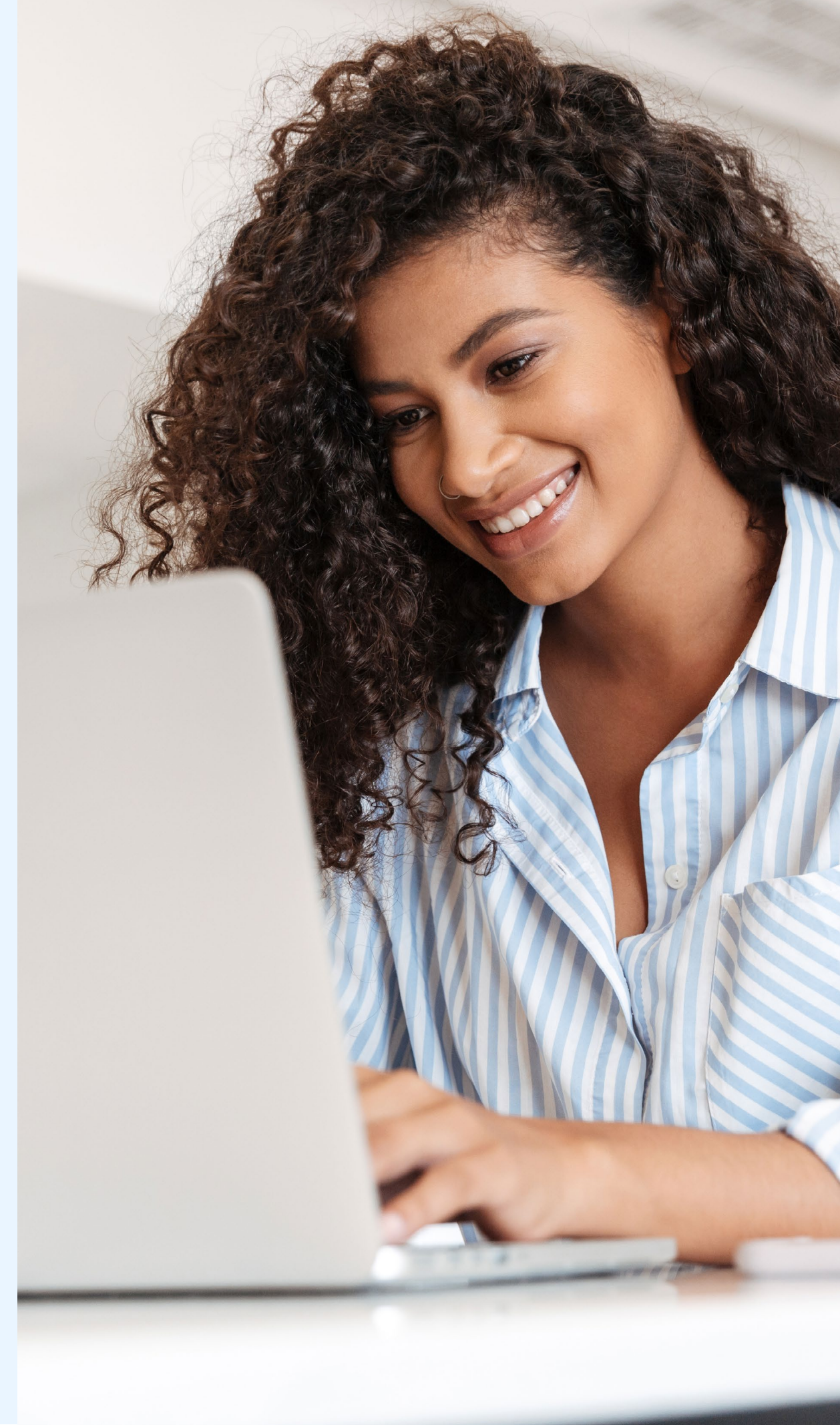
The key is to align your buying method with your campaign's goals, budget, and timing. Doing so ensures you make the most efficient use of spend while securing the right inventory for your objectives.

6 Choose a Transparent DSP

The DSP you use plays a critical role in how well DOOH fits into your broader omnichannel strategy.

The right platform should make it easy to integrate DOOH alongside other digital channels, while still providing access to a wide range of inventory.

Look for DSPs that provide detailed reporting and screen-level transparency, including venue types, screen IDs, and metadata, in both targeting and reporting. This visibility makes it easier to plan, forecast, and optimize campaigns while ensuring your budget is spent on the most valuable inventory.



DOOH Creative Best Practices

In a crowded media landscape, strong creative is what makes DOOH stand out.



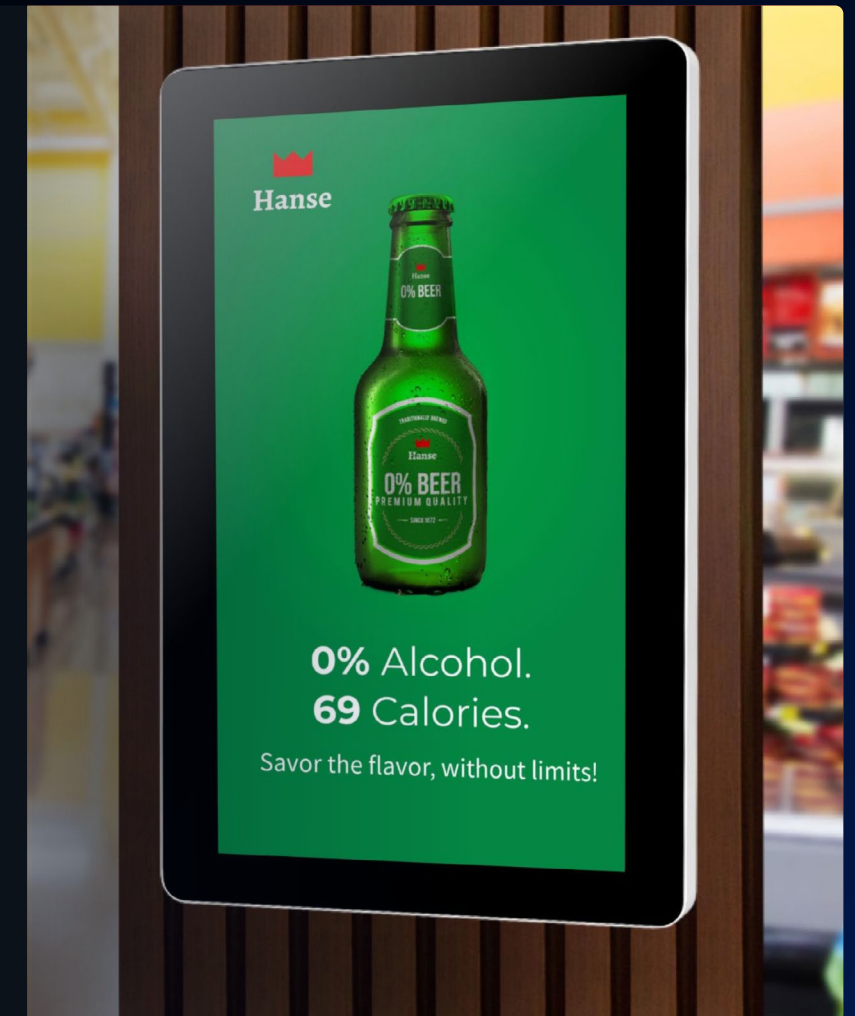
Here are some tips from StackAdapt's award-winning in-house Creative Studio team on how to design eye-catching campaigns that are impossible to ignore.

TIP 1

Avoid White Backgrounds

In LED technology, white doesn't carry the same pop or vibrancy as other colours. Use darker colours to make your messaging, products, and services stand out.

This beer ad from the Creative Studio is a great example. It uses a bold green background that contrasts with the product while keeping the copy simple and legible, making the message unmissable in a grocery setting.



TIP 2

Take Time of Day Into Consideration

Knowing the ideal times you want your ads to appear is important for the ad messaging and layout creation process.

Rich, bold background colours—like the ones in this ad for a ramen restaurant—work better during the day, while pastel colours are more vibrant at night.



TIP 3

Watch Your Font Sizes on Bigger Locations

With large format DOOH ads, make sure the text is large enough to pass accessibility standards and is clear from a distance. Viewers often encounter these placements while driving or moving quickly through their day, so bold, oversized type is essential.

Clear fonts ensure the message can be absorbed in seconds, even in fast-moving environments where attention spans are often shorter.



TIP 4

Avoid Button-Style CTAs

Unlike native and display ads, DOOH ads lack a click-out action, making button-style CTAs confusing for viewers. Use short, memorable URLs instead.

QR codes can work on street-level or place-based screens, but restrictions on roadside billboards and short programmatic rotations make them better suited for share of voice (SOV) based buys, which provide consistent exposure but are less flexible and efficient than programmatic.



TIP 5

Use Strong Focal Points

Busy photos or cluttered designs don't translate well in DOOH. Viewers often have only a few seconds to process the message. Instead, choose visuals with a single, clear focal point that stands out against the background.

This shoe ad is effective because the bold product image and high-contrast copy immediately draw attention, while the supporting details are still easy to read.



TIP 6

Less Is More

Avoid overcrowding DOOH ads with too much text or competing elements. Since ads are often viewed from a distance, smaller type and fine details can easily get lost.

This airline ad promoting travel to Dubai works well because it relies on a simple visual of the skyline paired with minimal copy, making the message instantly clear and the brand easy to recall.

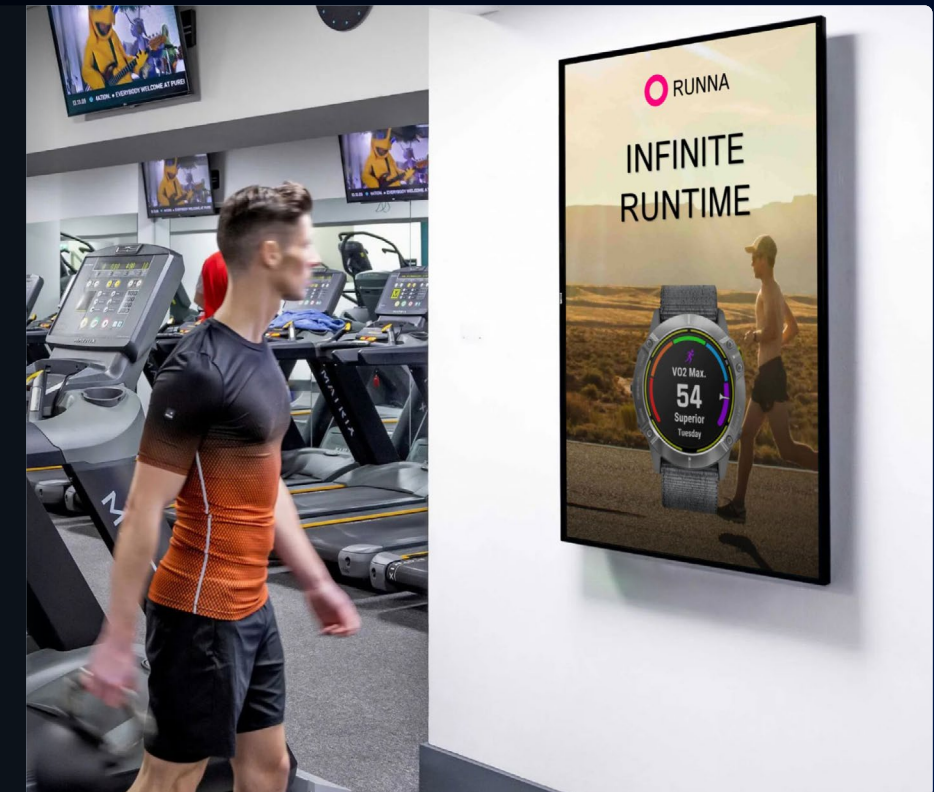


TIP 7

Lean Into Location

Choose placements that link your message to the environment where it appears. This watch ad inside a gym works because it pairs performance-driven messaging with an audience already focused on fitness.

When creative reflects both the setting and consumer behaviour, it feels more relevant, boosts recall, and increases the likelihood that someone will explore or purchase the product.



DOOH Advertising Strategies By Industry

DOOH isn't one-size-fits-all. The way brands and agencies use it can vary dramatically depending on the audience, environment, and business objectives.

In this section, we'll explore how different industries—from B2B and politics to travel, healthcare, and retail—can tailor DOOH strategies to effectively reach their target audiences.

B2B

DOOH advertising strategies for B2B are typically split into two buckets: tentpole event-based activations and more evergreen brand campaigns.

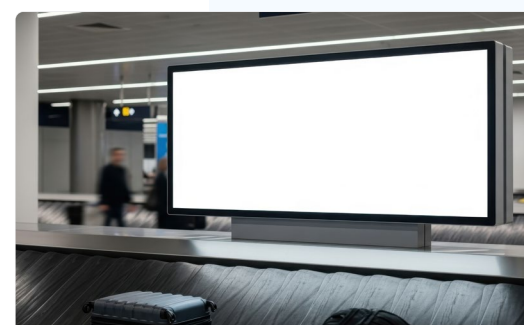
Think of tentpole events like AWS re:Invent, CES, and Dreamforce—large-scale conferences that draw industry leaders and senior executives from around the world. If you're in B2B tech or enterprise services, these are the types of events where having a heavy presence helps build credibility and drive demand, and that often requires a significant investment.

To make the most of your ad budget, you'll want to reach business leaders across multiple touchpoints throughout their day, and that includes everything from waiting at the baggage carousel to taking a rideshare to the hotel to unwinding at dinner after a long day of sessions.

To do that, advertisers should target DOOH ads at airports, taxis, in and around conference centers, and restaurants to maximize visibility and stay top of mind with key stakeholders and industry influencers throughout major events.

For more evergreen brand campaigns, it pays to be present in the in-between moments during a decision-maker's workday.

Advertisers can activate screens in office elevators, near corporate campuses, and even in private jet terminals to connect with high-net-worth individuals.



7:00 am Airport



7:45 am Taxi



8:15 am Conference Center



4:45 am Hotel Room



5:45 pm Subway



6:30pm Broadway Show

Political

DOOH provides unique opportunities to connect with constituents, shape public opinion, and drive voter engagement at the community level.

With political district targeting in StackAdapt, advertisers can set up geo-specific parameters to target congressional and legislative districts or electoral ridings, ensuring ads reach the exact audiences and communities most relevant to their campaign goals. DOOH ads can also update in real time to reflect campaign milestones, debates, or breaking news—something traditional OOH can't easily do.

For example, a candidate running in a close electoral race could target specific swing districts to persuade undecided voters or launch get-out-the-vote initiatives to remind supporters on election day.

But political advertisers can do more than just campaign outreach. Advocacy groups can use political district targeting to raise community awareness around local issues or reach policymakers by delivering ads near where they live and work.

For instance, an industry association might run DOOH ads in a capital city to build visibility ahead of a legislative vote, while a commuter advocacy group could target transit hubs to highlight the impact of rising transportation costs.



Beyond geography, campaigns can layer in cross-device and contextual targeting to reach audiences based on their online engagement with key issues. They can also retarget people exposed to DOOH ads through other digital channels—like CTV and display—to reinforce campaign messaging across multiple touchpoints.

Travel & Tourism

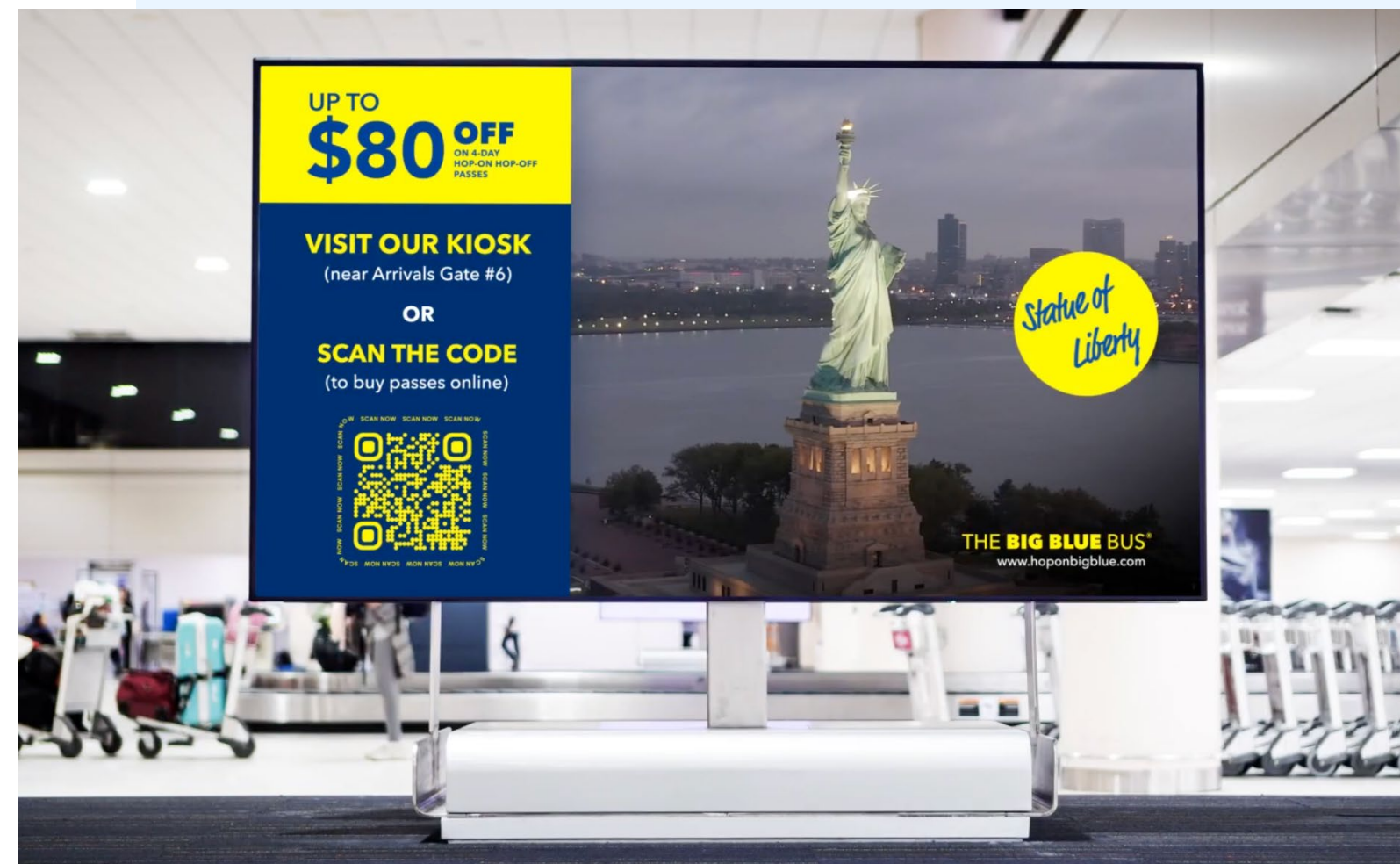
Unlike digital ads that compete in crowded feeds, DOOH gives travel and tourism marketers the ability to inspire bookings as current and future travellers go about their day—just like this Creative Studio mockup for a New York sightseeing bus, which catches visitors the moment they arrive with a bold, well-placed DOOH ad at the baggage carousel.

Weather targeting makes DOOH advertising even more powerful when reaching prospective travellers ready for their next getaway. Beach resorts or tourism boards for tropical destinations can advertise to downtown commuters in colder cities or during the winter months to stir up vacation envy.

Campaigns can also be tailored to affluent neighbourhoods or feeder cities that historically send a high volume of visitors to specific destinations, ensuring ads reach the types of audiences who are more likely to book.

For example, an airline could run DOOH campaigns in New York and Boston promoting a new flight route to Iceland, highlighting its short travel time and frequent departures from major East Coast hubs.

Similarly, a ski resort in Aspen could target affluent travellers in tech hubs like San Francisco, New York, or Seattle with striking creative showcasing fresh powder and luxury accommodations to drive high-value bookings for cozy après-ski experiences.



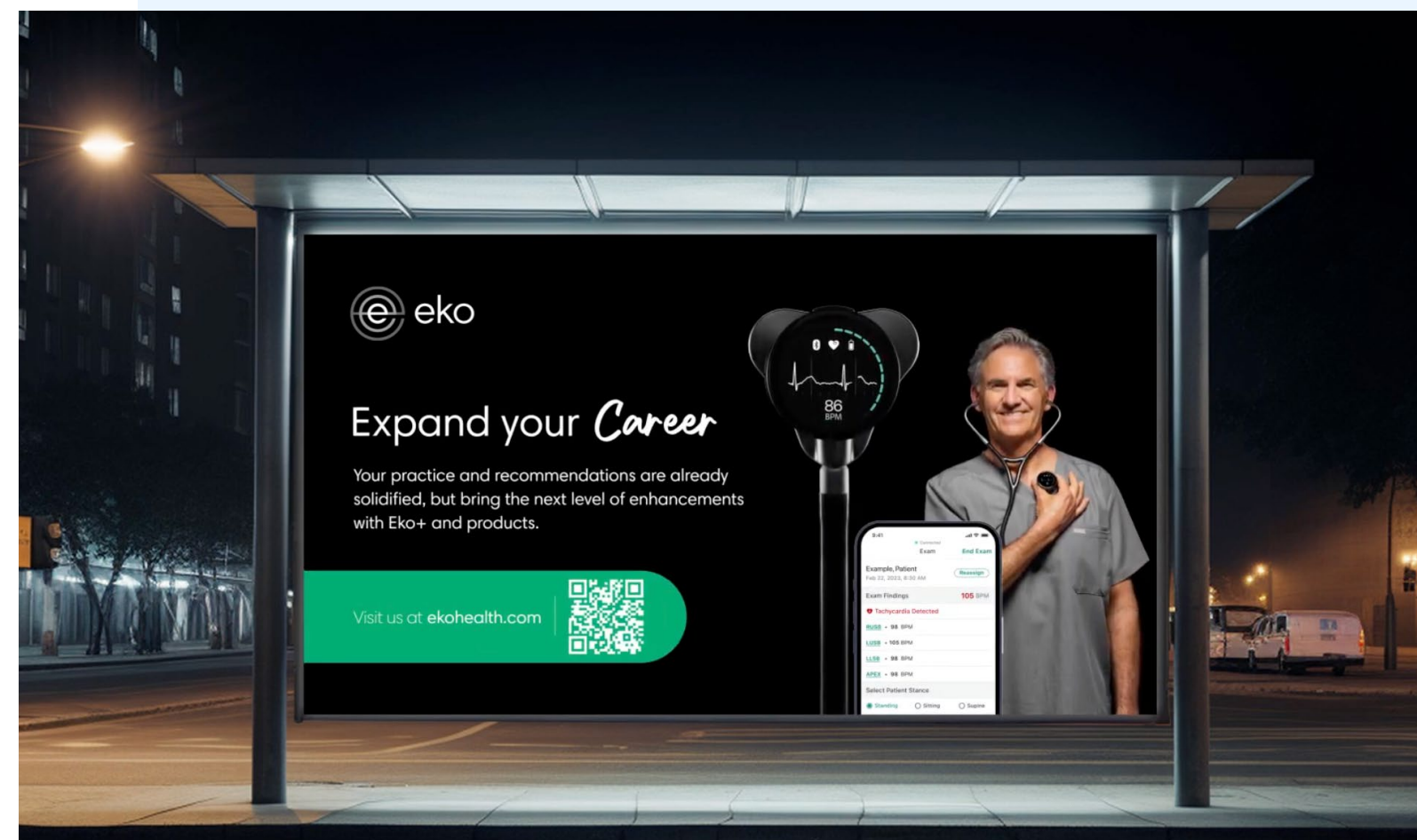
Healthcare & Pharma

DOOH gives healthcare and pharma advertisers the ability to educate, inform, and build awareness by meeting audiences in everyday environments tied to their health and wellness.

Screens placed near clinics, gyms, and pharmacies allow brands to reach consumers when they're already thinking about their health, while geo-targeted campaigns around medical conferences or places of work provide opportunities to connect with healthcare professionals while they're on the move between sessions or patient visits.

Because of strict industry regulations, promotion of prescription medications or providers is often limited. But DOOH can play a valuable role for adjacent categories such as health-inspired consumer goods, wellness services, and medical technology. For example, a fitness brand could run campaigns near gyms to promote recovery products like electrolyte drinks, while a digital health company might target transit displays near hospitals or industry gatherings to highlight innovations in patient care.

Campaigns in this vertical are most effective when the creative is clear, professional, and trustworthy, helping to reinforce credibility with audiences seeking reliable information. This was the approach the StackAdapt Creative Studio took in designing this mockup for an Eko Health campaign, which featured a dark background and a short video clip to highlight its line of digital stethoscopes and deliver a message that was both eye-catching and direct.



Retail & CPG

Influencing buyers in the final steps of their shopping journey is where DOOH really shines for retail and CPG brands.

Because these ads appear so close to the point of sale, they're uniquely positioned to capture impulse buys and remind shoppers of seasonal promotions, limited-time offers, or everyday essentials. Digital displays at self-checkouts, end caps, and store entrances or exits can nudge shoppers toward last-minute add-ons, while inventory inside or around malls, grocery stores, and gas stations ensures products stay top of mind throughout the buyer journey.

Campaigns can be further tailored by product category or retail environment—for instance, promoting snack foods at gas station pumps, beauty products in malls, or candy bars at grocery checkout displays—to influence purchase decisions when intent is highest.

Want a real-world example? StackAdapt and UK-based agency MOBSTA partnered on a holiday DOOH campaign for Michael Kors Jewelry that paired striking creative with premium placements, boosting brand awareness and generating over 14 million impressions by running campaigns in airports, luxury malls, and high streets—proving DOOH can cut through the noise, even when competition is at its holiday shopping peak.



How to Measure the Impact of DOOH Ads

Determining the ROI or effectiveness of DOOH is often tricky due to its lack of closed-loop measurement capabilities compared to other digital channels. But new tools and integrations are helping marketers gain a clearer understanding of the impact DOOH campaigns have on both brand awareness and conversions.

Here are a few ways to track the performance of your DOOH campaigns, whether standalone or part of a broader media mix.

OPTION 1

Footfall Attribution

Measuring DOOH exposure against actual visits to stores, restaurants, or events allows advertisers to connect ad impressions to real-world behaviour. Using mobile device IDs captured by location partners near DOOH placements, visits can be tied back to specific campaigns, allowing advertisers to see which ads drove in-person actions and evaluate the offline impact of their campaigns.

OPTION 2

Brand Lift

Survey-based studies help marketers measure the impact ads have on consumer perception. With a brand lift study, a group that has seen an ad is surveyed, and the results are compared to the responses of a control group, allowing marketers to assess changes in awareness, recall, consideration, or purchase intent. This gives marketers clear insight into how DOOH campaigns improve brand equity and influence top-of-funnel KPIs.

OPTION 3

Sales Lift

Sales lift attribution connects DOOH ad exposure to actual product purchases. By analyzing consumer data before and after a campaign, advertisers can determine whether people who saw a DOOH ad went on to purchase the product being promoted—helping to demonstrate the direct impact on sales and revenue growth.

Of course, these examples only scratch the surface. Additional measurement options are increasingly available through 3rd-party measurement providers and SSP integrations, covering everything from reach and frequency analysis to more advanced reporting through managed services.

As technology evolves, expect new capabilities, such as incrementality and retargeting lift, to emerge, giving marketers even more ways to understand and optimize the impact of their DOOH campaigns.

How StackAdapt Powers the Future of Programmatic DOOH

In just a few years, DOOH has gone from a niche tactic to one of the most versatile channels in modern marketing.

From precision targeting to advanced reporting, DOOH delivers full value at every stage of the funnel.

But to build a campaign that stands out on the street and drives real results, you need the right technology, strategy, and guidance.

StackAdapt's AI-powered platform makes it simple with:

- ✓ Interactive map-based inventory discovery and planning
- ✓ Fast and flexible campaign activation
- ✓ Granular targeting and reporting down to the screen level
- ✓ Access to over 1M DOOH screens worldwide

StackAdapt combines DOOH planning, targeting, and measurement into a single platform. Reach out to our team for more info.

[Request Demo](#)



StackAdapt is the leading technology company that empowers marketers to reach, engage, and convert audiences with precision. With 465 billion automated optimizations per second, the AI-powered StackAdapt Marketing Platform seamlessly connects brand and performance marketing to drive measurable results across the entire customer journey. The most forward-thinking marketers choose StackAdapt to orchestrate high-impact campaigns across programmatic advertising and marketing channels.

For more information, visit stackadapt.com.

www.stackadapt.com