

” After the first call with DoohClick, we knew: this is a solution to all our problems. It’s a logical tool which is made thanks to the experience the founders have in (D)OOH.

Kenneth De Decker
CEO • Loop’d

The definitive OOH platform

DISCOVER A DYNAMIC, DISRUPTIVE
AND DATA-DRIVEN SOLUTION FOR ALL
YOUR DOOH AND OOH NEEDS.

doohclick.com

doohclick



DOOHCLICK IN NUMBERS

4,3 M

Ads played every hour

9

Countries and growing

80%

Faster creations of sales proposal

10x

Faster analytics and revenue reporting

Why we do what we DOOH!

DooHClick was born out of a need to modernize the OOH business. We needed a better way for us to manage our own inventory, but simply couldn't find a software tool that was up to par. So, we decided to build it ourselves. And by putting 20+ years of OOH experience to work, we were able to create a product that brings our industry into the 22nd century.

We now offer a complete ad management platform. Providing everything from video player to sales support, inventory control, scheduling, reporting, and invoicing, in one smooth workflow. Every user gets a customizable dashboard with relevant information, and with just a few clicks you can deep dive into any area of your business, giving unparalleled insight.

With our deep understanding of the OOH industry and our sights set firmly on the future we continue to develop a solution that makes OOH exciting again.

Kind Regards,

Jonas Glad, CEO
Stockholm, Sweden





**Discover
the definitive
OOH platform**



Sales



Playing



Revenue Sharing



Planning



Analytics



Reporting

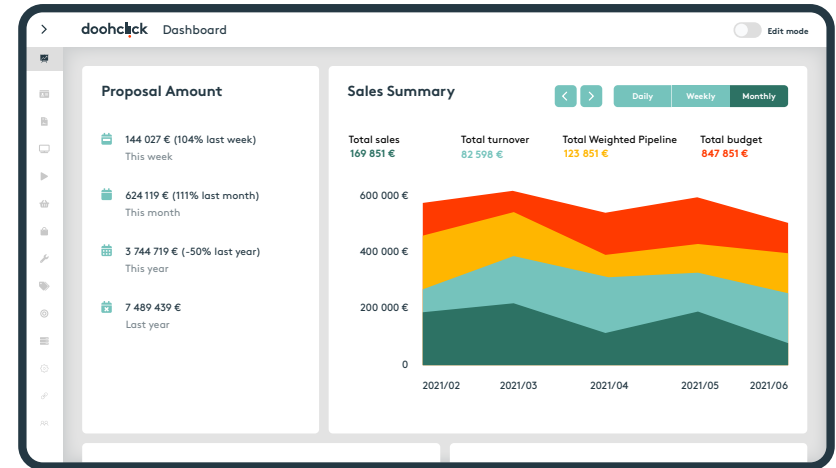
One integrated workflow

Our platform lets you integrate your sales, planning, playing, analytics, revenue sharing and reporting into one smooth workflow, making sure that you have accurate data every step of the way. With real time tracking of everything going on you never miss a beat, and with automated alerts you are always aware of how each of your assets are performing.



Faster and easier proposals

As everything is already contained within the same system, you can seamlessly go from proposal to scheduling without any conflicts. And you can just as easily provide proof of play, and revenue sharing to screen owners, as well as analytics and reports to other stakeholders.



Making the data work for you

Combining the power of an integrated workflow, an intuitive user interface and the ability to customize dashboards for each role within the company, makes it easier than ever to optimize performance and revenue. Each account gets the data they need, and you can easily manage who gets access to which data, from sales and operations to finance and the executive team.



Message | Message

WELCOME ONBOARD!

1D

Flight | Vol

Seat | Place

THE DEFINITIVE OOH PLATFORM

Boarding time
Heure d'embarquement

▶ ANYTIME

City | Ville

STOCKHOLM, SWEDEN

Remarks | Observations

DOOHCLICK.COM

Boarding Pass | Carte d'accès à bord

doohclick

Flight | Vol

DOOH01

Date & time | Date et heure

ANYTIME

City | Ville

STOCKHOLM

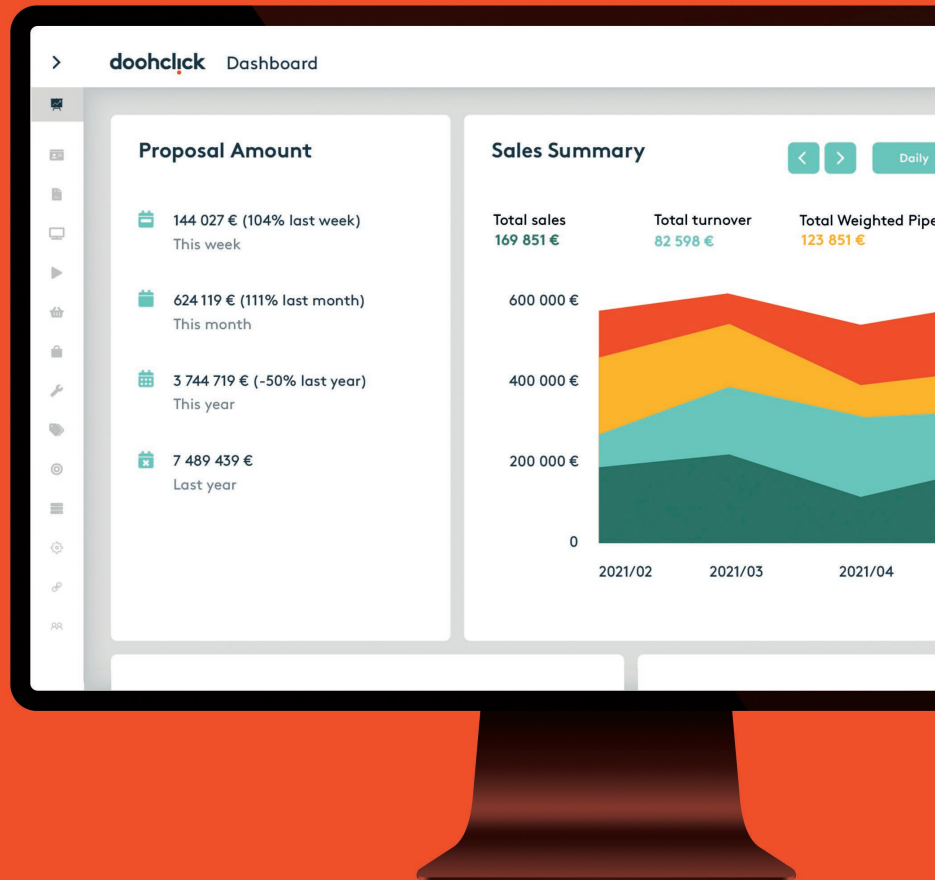
Remarks | Observations

Quick and secure onboarding

Making the move to DoohClick should be the easiest choice you ever made. So, to complement our integrated workflow and the many features developed specifically for the needs of the OOH industry, we always make sure you are up and running before the final hand over. Our dedicated team will walk you through each part of our system, even though most of it will speak for itself, and with a tried and true migration process we make sure that all your data is in the safest of hands while being uploaded onto our platform.



**A better
every day
for everyone**

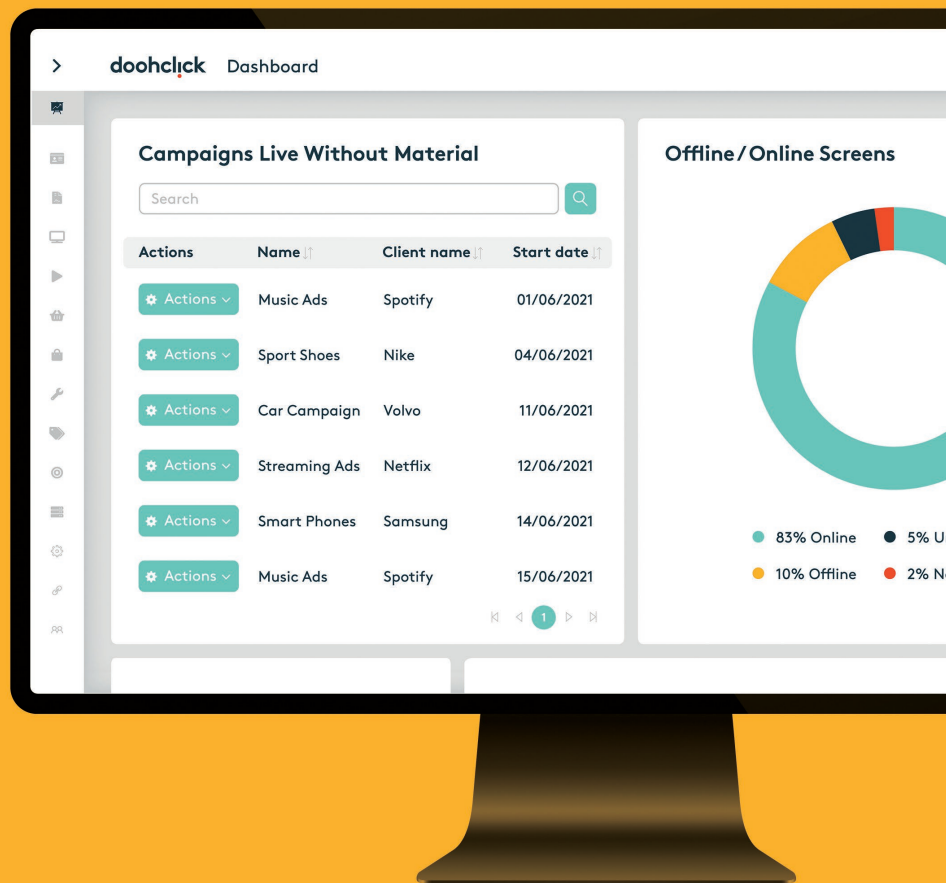


A complete overview for leadership

LEADERSHIP

DOOHCLICK IS A COMPLETE ad management platform. It contains a CMS, an ad server, a video player and an analytics tool all within the same intuitive workflow, making all your data available and seamlessly integrated at every step. From proposal, planning, scheduling and playing to reporting, analyzing and invoicing, we've got you covered.

- Simple and intuitive, with everything easily accessible
- Faster and more accurate proposals, reporting and analytics
- Able to handle both DOOH and OOH assets
- Able to share and collaborate with other media owners
- Connect to multiple SSPs for programmatic buying



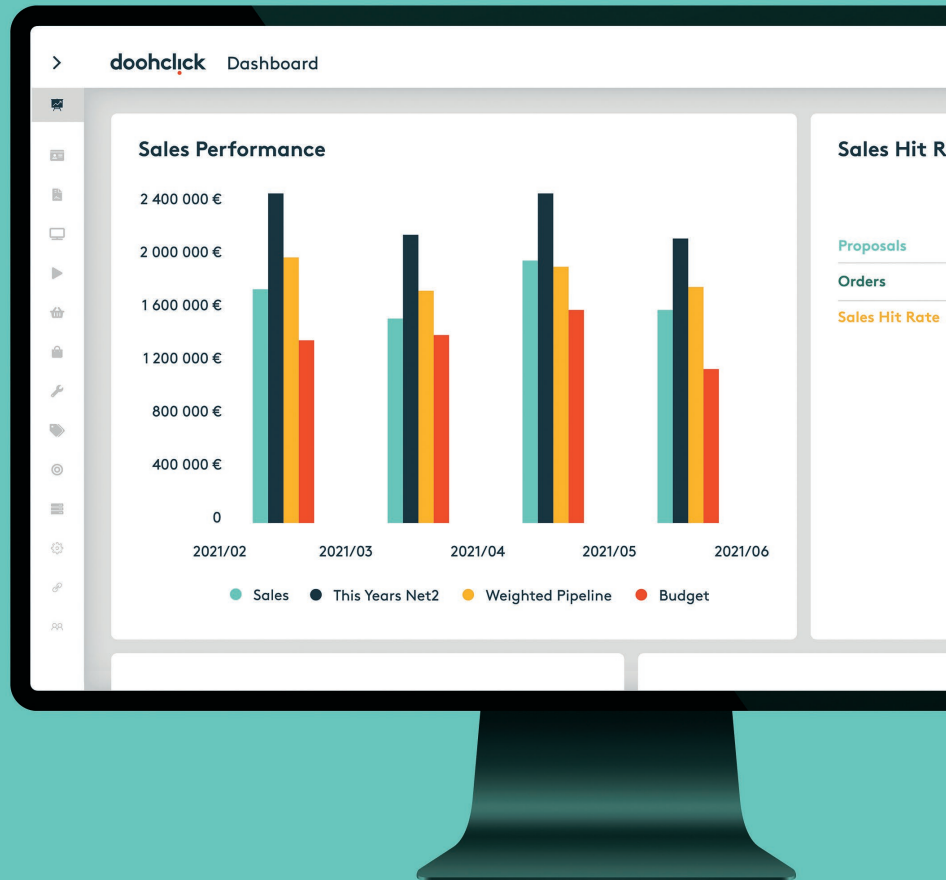
Smoother ad operations



OPERATION

OUR SOFTWARE ENABLES you to go straight from proposal to scheduled campaign (without passing excel) as all availability is updated in real time. With our Share of Voice approach there is no need to create loops, sell specifically sized inventory or manually select for screens, dates or formats. With dedicated workflows you can easily handle DOOH, traditional OOH or combined campaigns.

- Automatically track campaign performance and get proof of play
- Automatically selects the right content and formats
- Customize dashboard for to do lists and workload
- Let clients upload content directly to the ad server
- Supports html5, programmatic and dynamic content/buying



SALES

USING OUR PLATFORM allows you to create accurate proposals much faster, as it gives you access to real time availability for every screen, dynamic pricing and custom Google maps for easy overview, all presented in one attractive package.

- Track your budget for every level (Customer, Sales Rep., Screen)
- Use dynamic scheduling and pricing using Share of Voice
- Get better agency analytics and reporting
- Allow easy API integration to any CRM (ie. Salesforce)
- Customize dashboards (budget, inventory, yearly reminders)

More effective sales

doohclick Dashboard

Sales Weekly Overview Year: 2021 Week: 27

	This Year	This Week Last Year	Last Year	Budget	Diff TY
January	498 000 €	80 788 €	478 200 €	500 000 €	19 80
February	596 000 €	80 788 €	566 400 €	600 000 €	29 60
March	676 000 €	80 788 €	638 400 €	600 000 €	37 60
April	459 000 €	80 788 €	443 100 €	600 000 €	15 90
May	723 000 €	80 788 €	680 700 €	600 000 €	42 30
June	529 000 €	80 788 €	506 100 €	600 000 €	22 90
July	315 000 €	80 788 €	313 500 €	400 000 €	1 50
August	235 000 €	80 788 €	538 000 €	600 000 €	-303 00
September	120 000 €	80 788 €	734 000 €	600 000 €	-614 00
October	50 000 €	80 788 €	568 400 €	600 000 €	-518 40
November	0 €	80 788 €	823 500 €	800 000 €	-823 50
December	0 €	80 788 €	945 000 €	1 000 000 €	-945 00
Next year	0 €	0 €	0 €	0 €	
Grand total	4 201 000 €	80 788 €	7 235 300 €	7 500 000 €	-3 034 30

Total
control over
your finances

FINANCE

WITH ALL OF YOUR DATA easily available in one intuitive system you have complete control over proposal, campaigns, budgets and invoicing. It allows for day-to-day tracking, as well as year over year comparisons, making sure that all assets are performing as desired and that you can always make informed decisions regarding assets and inventory.

- Improve quality and speed of reporting, analytics and commissions
- Provide relevant ROI numbers for media owners, customers and agencies
- Get real time inventory control and yield management (dynamic pricing)
- Track your budgets on multiple different levels
- Automate your workflow for invoicing via API to your ERP system



Find out more and book a free demo

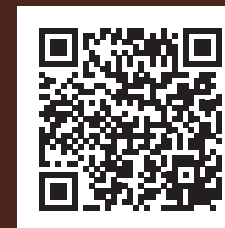
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[Book a Demo](#)