



# Zukunftssicheres kontextuelles Marketing mit programmatischem DOOH



**Jonathan Oh**

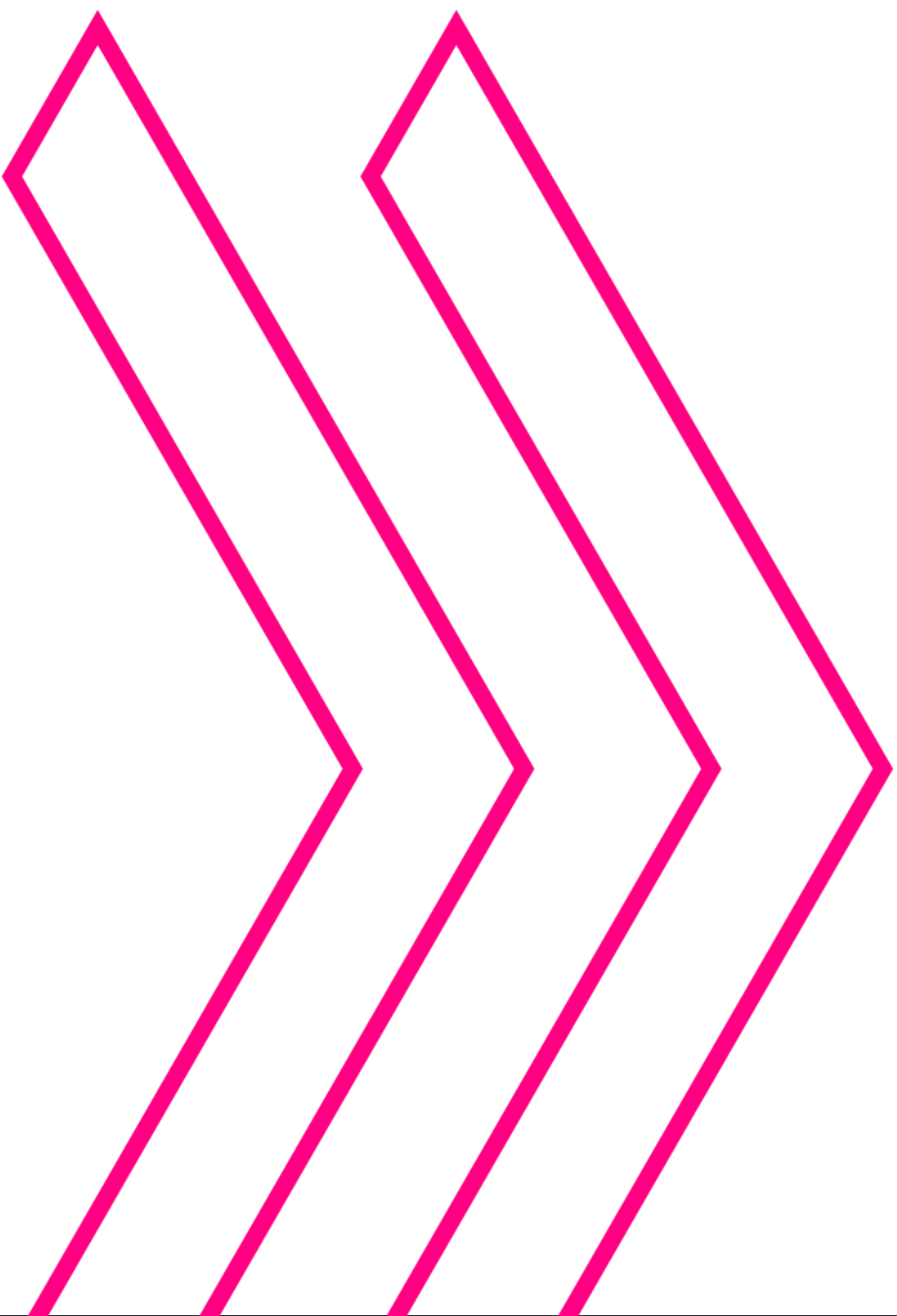
Programmatic Account Executive  
Hivestack



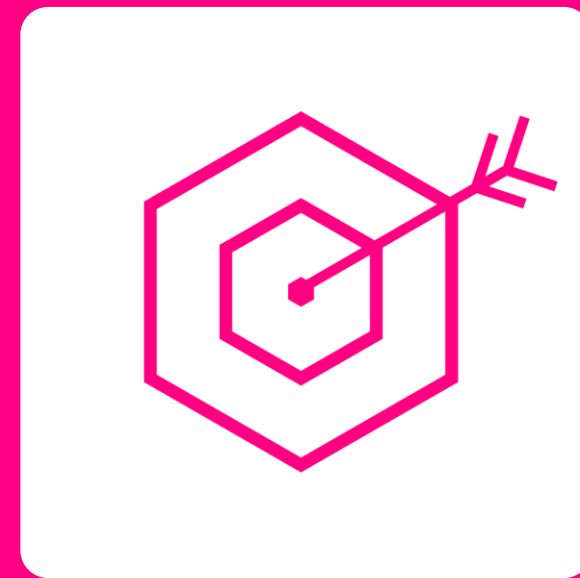
**Robert Sagebaum**

Director Programmatic Operations  
Kinetic Germany

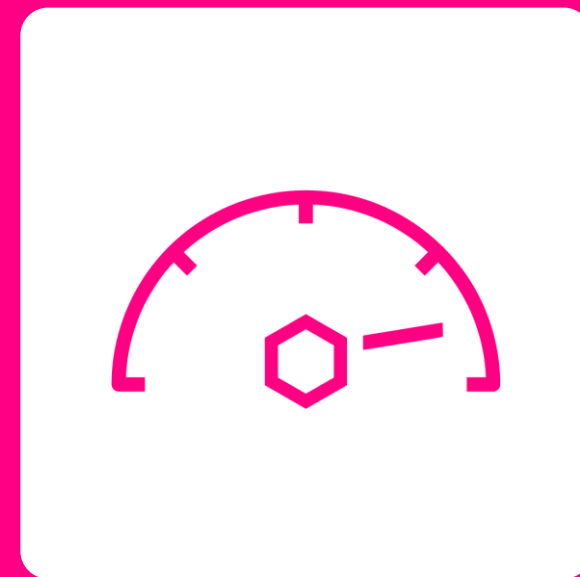
# Until now



**Data**

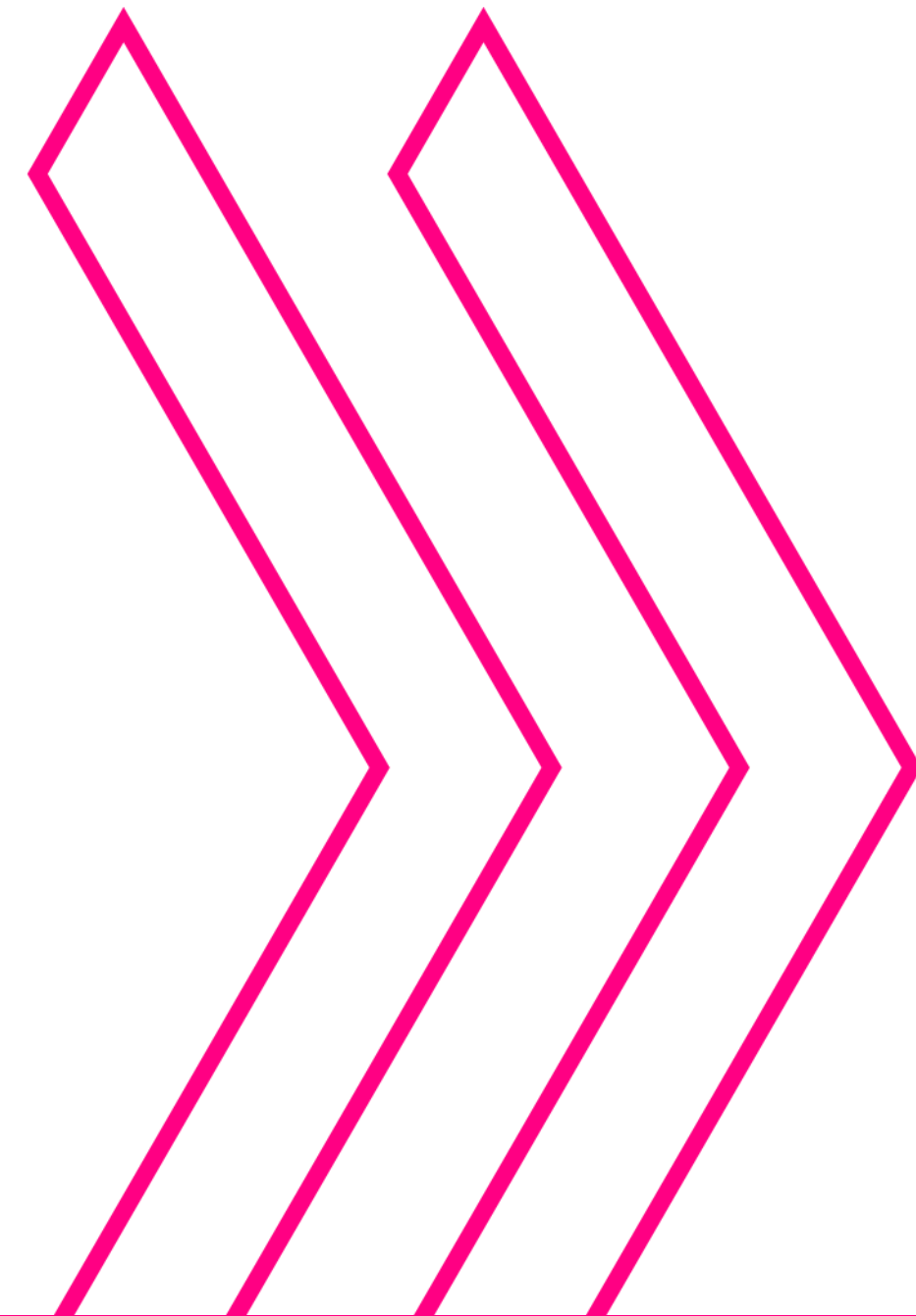


**Targeting**

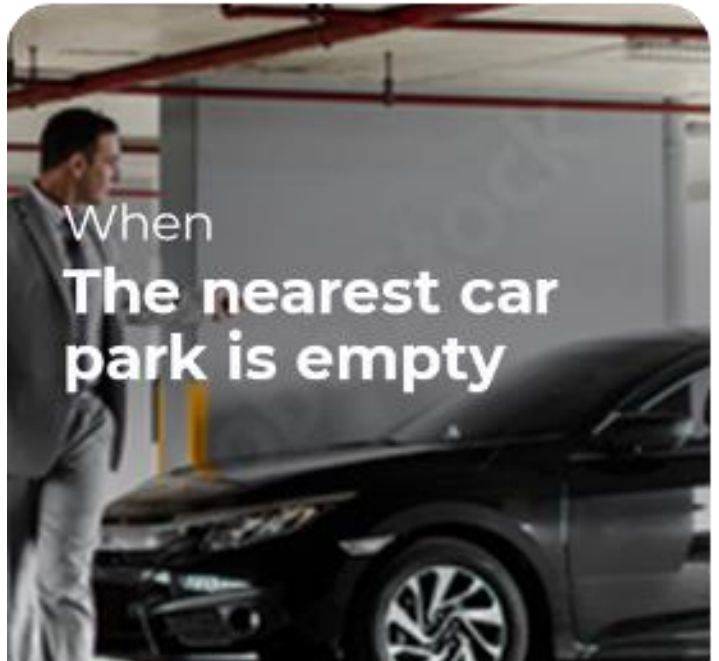
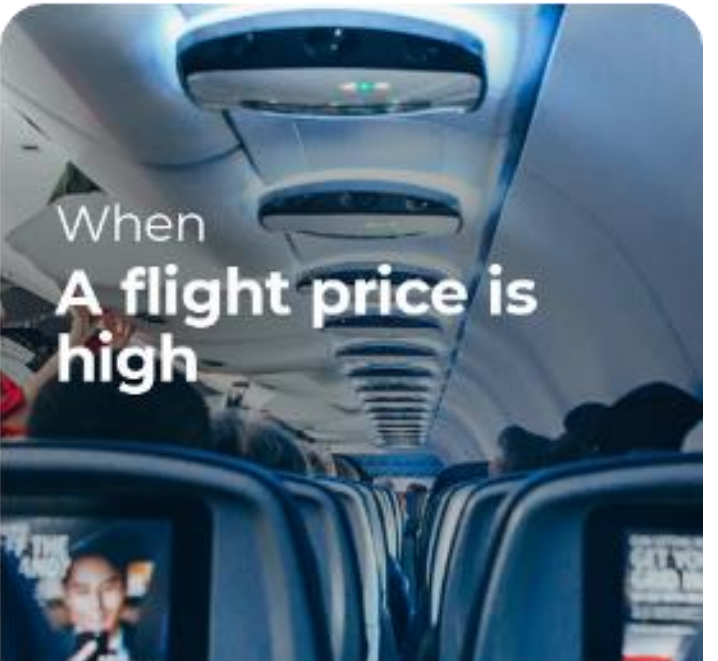
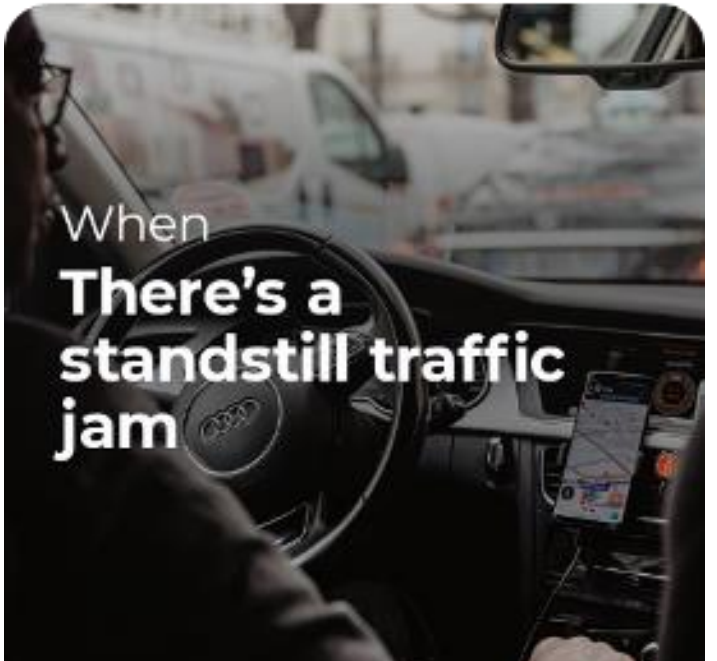
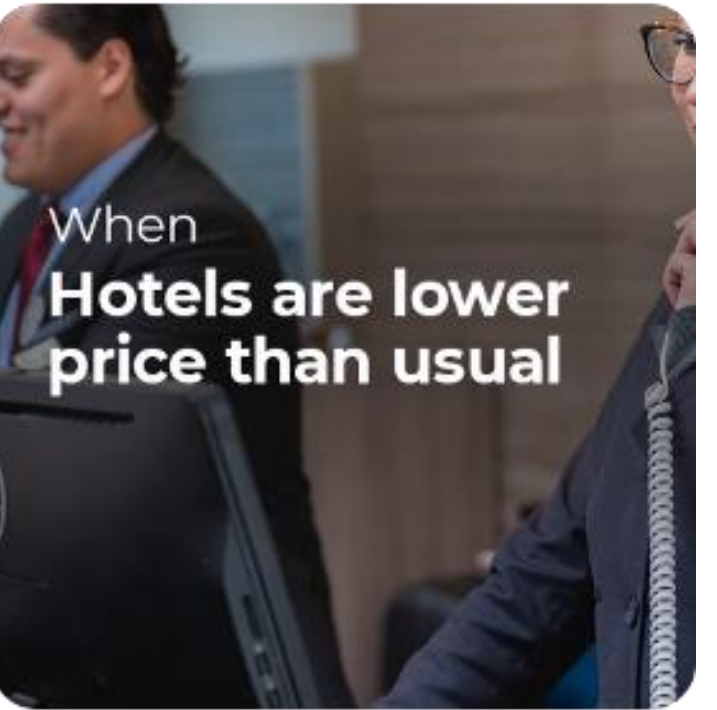
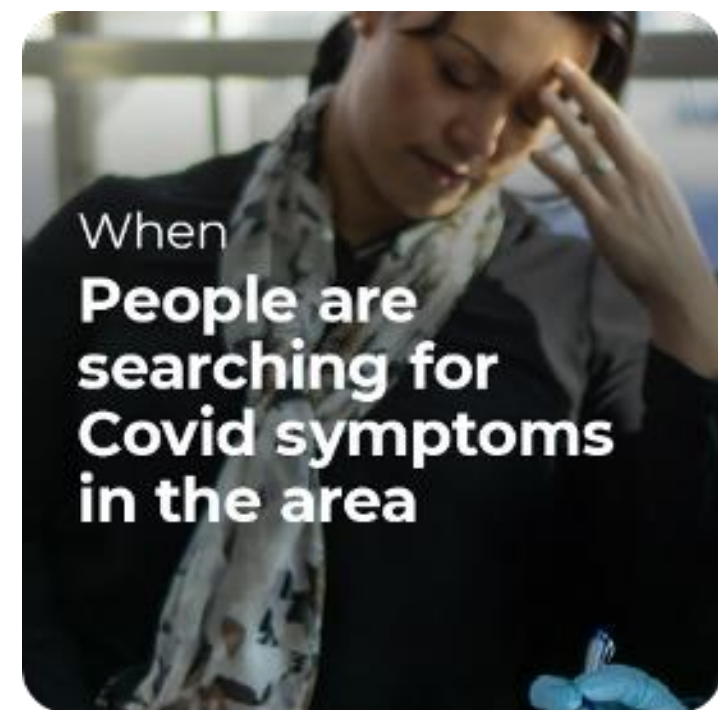
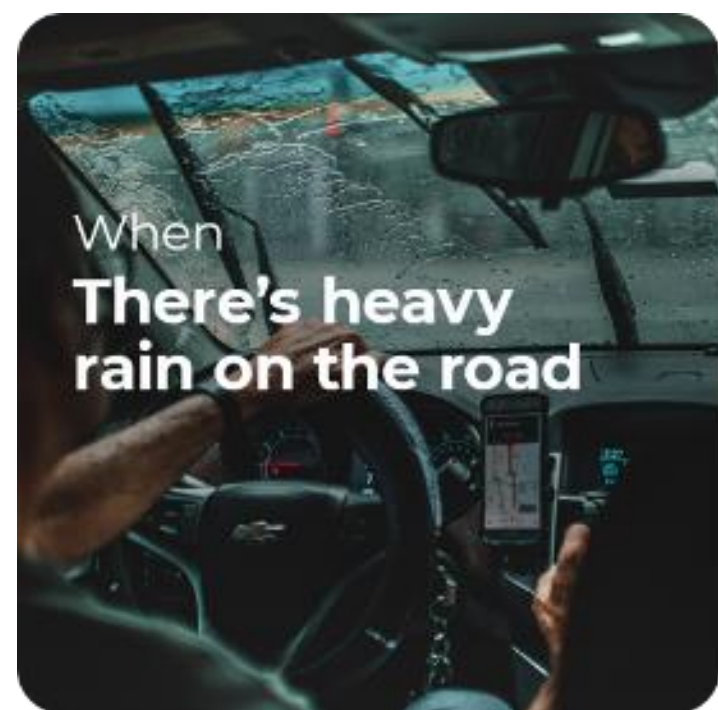
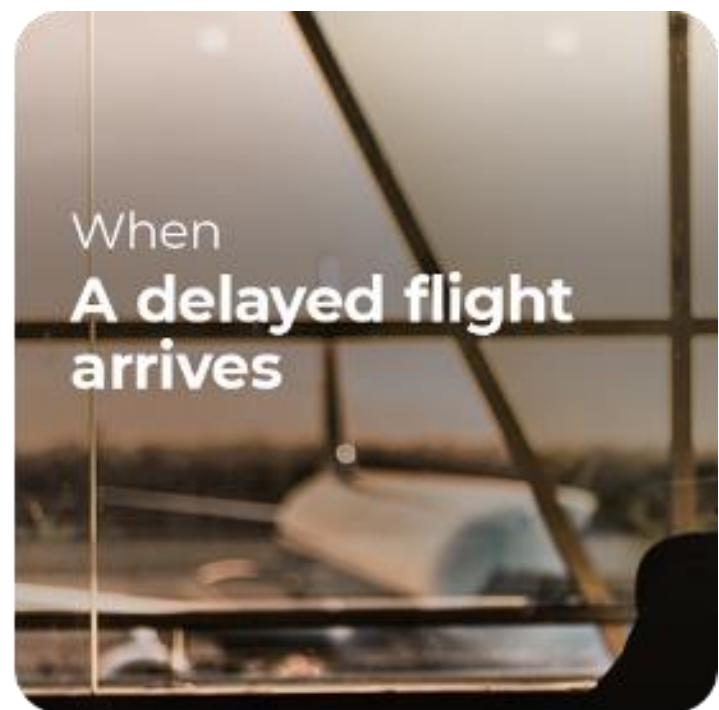


**Measurability**

**What's  
next?**



# Moment Targeting



**It's raining  
out here.  
Stay dry.**



**ANBU**

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Hivestack



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Thank you.



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