



**OOH: FINALLY,  
MEASURABLE.**

# AdMetrics

By AdMazad

**DATA-DRIVEN SOLUTIONS FOR  
BRANDS OF ALL SIZES**



Co-Founder and Managing Director

Assem Memon

# THE POWER OF OUT-OF-HOME (OOH) ADVERTISING

 in Egypt & AdMetrics

| A Data-Driven Approach to Measurable OOH

**AdMazad**

2015



2021

**AdMetrics**  
By AdMazad





# Agenda

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- Introduction
- WWWOOH
- State of OOH in Egypt
- AdMetrics
- Q&A



**WHAT?**



# OOH TYPES

# WHERE?



# WHY?



**High Visibility:  
24/7 Exposure.**



**Non-Skippable:  
No Ad Blockers.**



**Enhances Digital  
Campaigns:  
Drives Online  
Engagement.**



**Cost-Effective  
Reach.**

# WHEN?



# WHO?



**BROAD REACH**



**GEOGRAPHICALLY  
TARGETED**



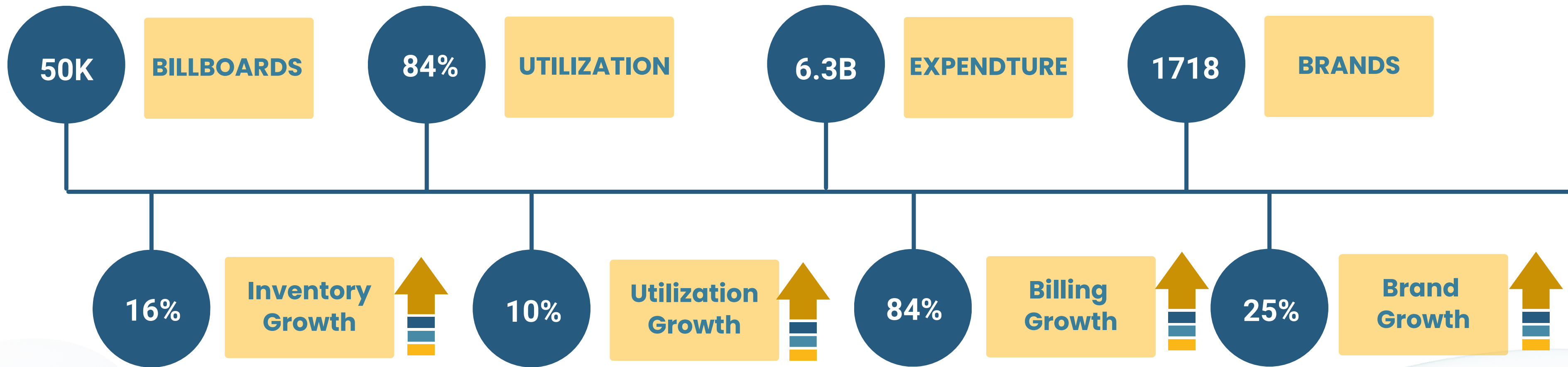
**PASSIVE  
ENGAGEMENT**

# State of the OOH Market 2024



# The Market

2024 Analytics





# **GROWTH DRIVERS**

# Growth Drivers



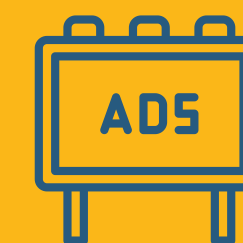
## Demand Growth

- Real Estate Driven
- New Brands looking for market credibility
- Mature Brands Fighting Visual Congestion
- SMEs Needing to Complement Digital



## Consumer Behaviours

- Movement out of the old city
- Longer Commutes

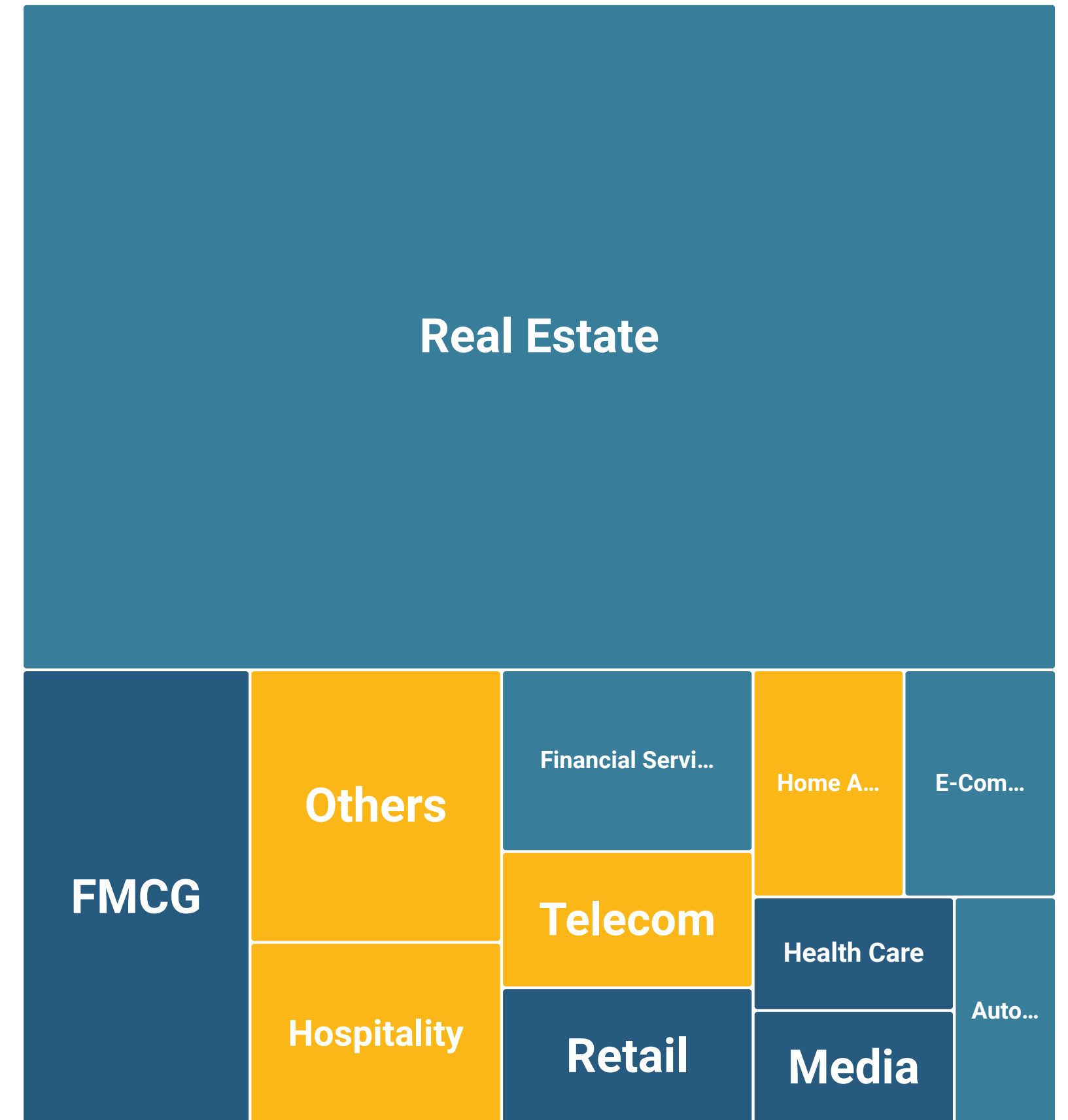


## Supply Growth

- A Growing City
- Competing Formats
- Regulatory Environment
- Responding to Unbalanced Demand
- Price Inflation

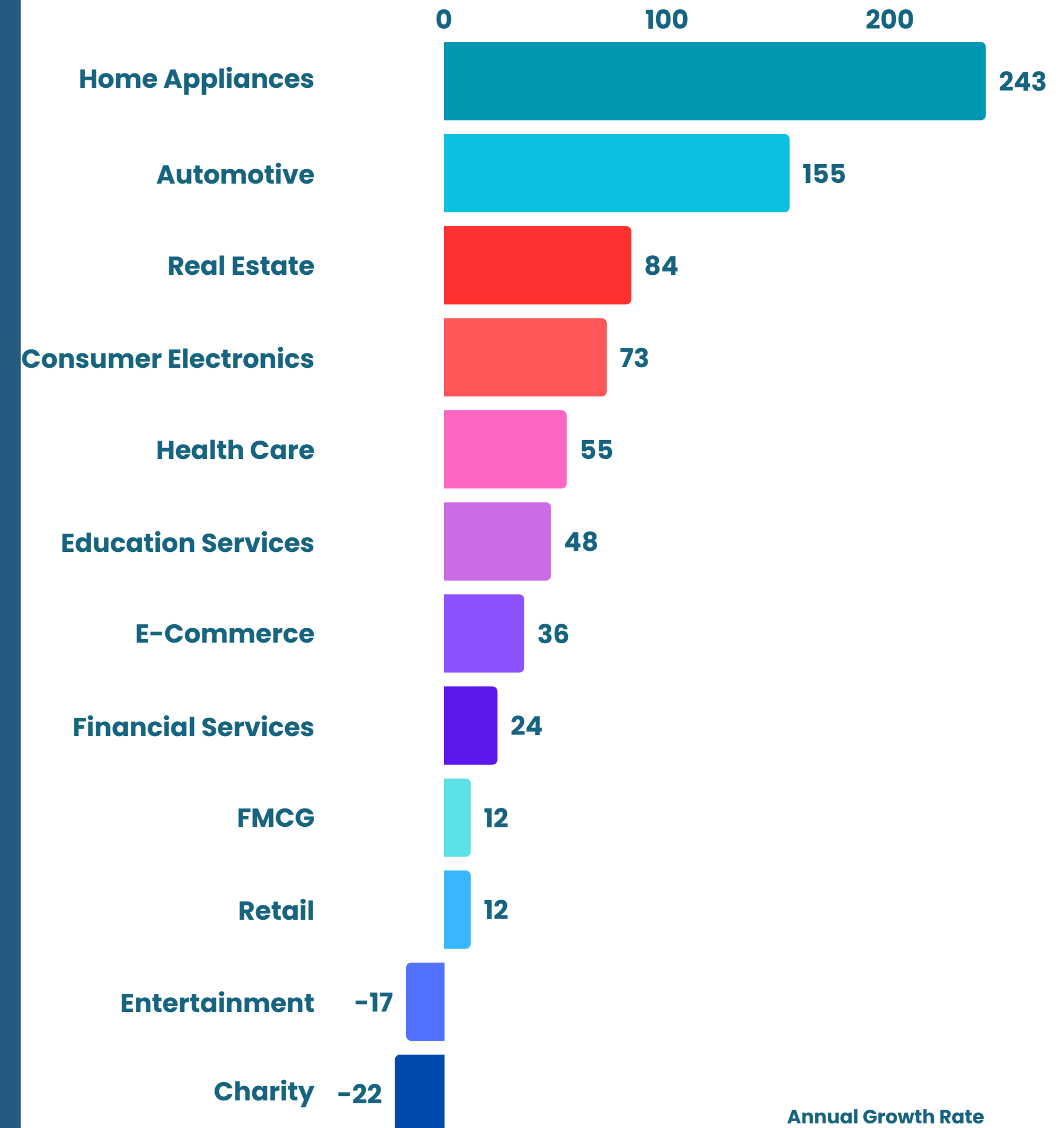
# Sector Breakdown

- Real Estate (60%) Dominated The Market.
- FMCG (9%) came in second but with a declining share than 2023 (12%).
- Telecom (3%) dropped to 5th place.
- Financial Services (4%) grew its share and rank to 4th place
- Home Appliances (3%) returned to top 10 list, coming in at 7th place.

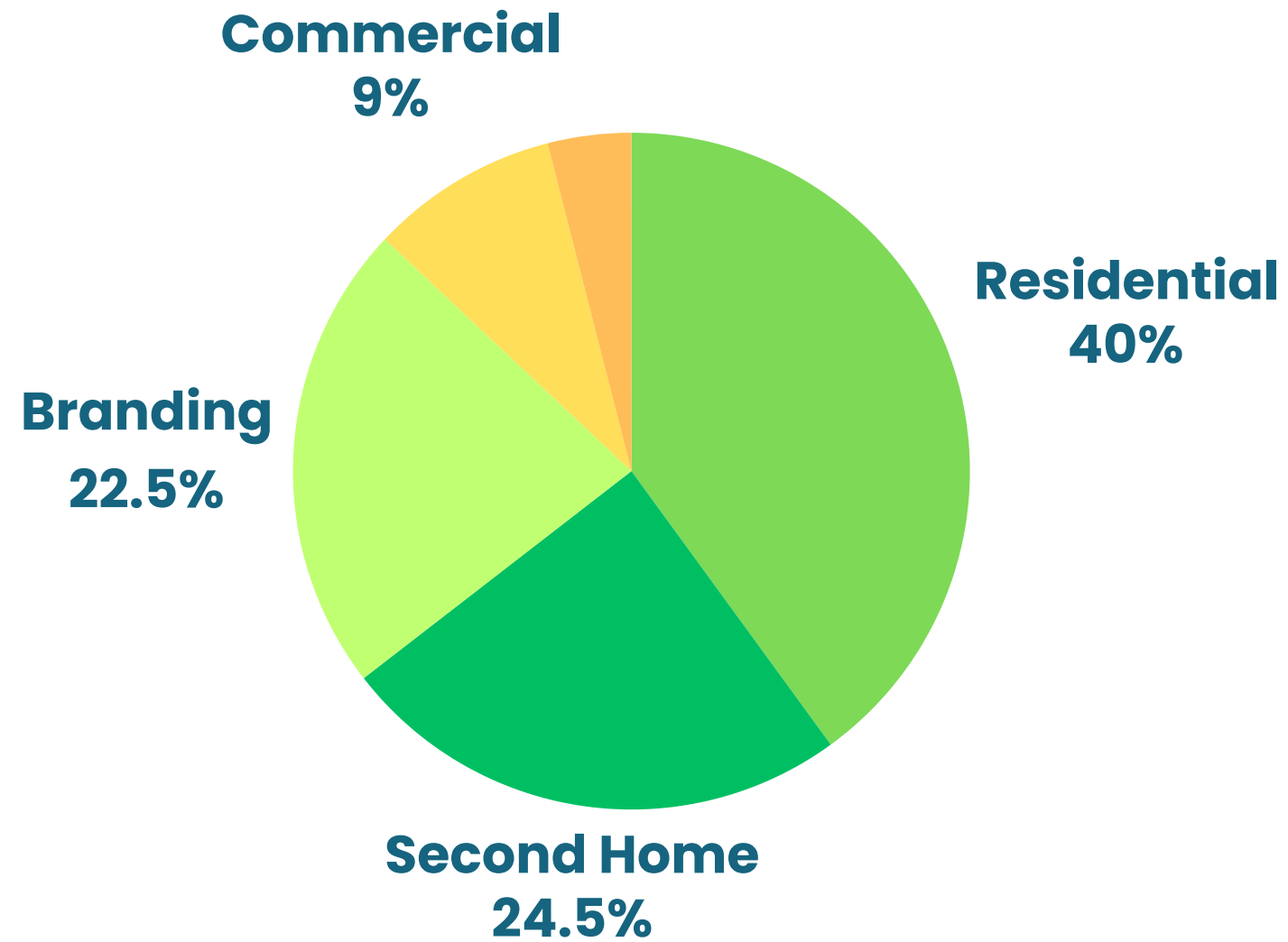


# Uneven Growth

- Strong overall growth with sector-specific variations.
- Understanding market dynamics is key for success.
- Advertisers must adapt to the evolving OOH landscape.

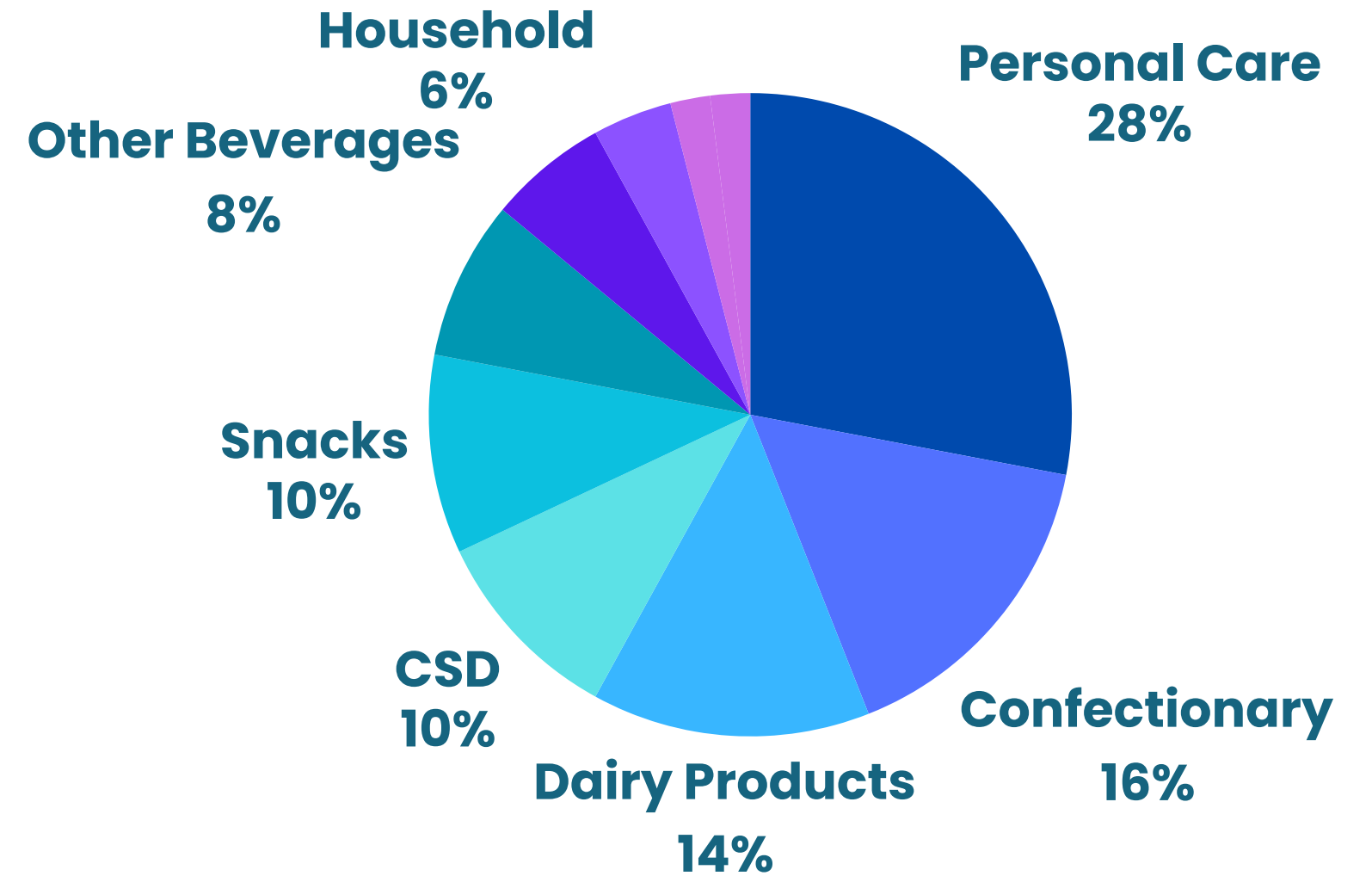


# Real Estate



- 630+ brands and real estate projects used OOH.
- Residential real estate dominated
- Ad spend focused on October to Zayed (24%), New Cairo (22%), and Ring Road (14%).

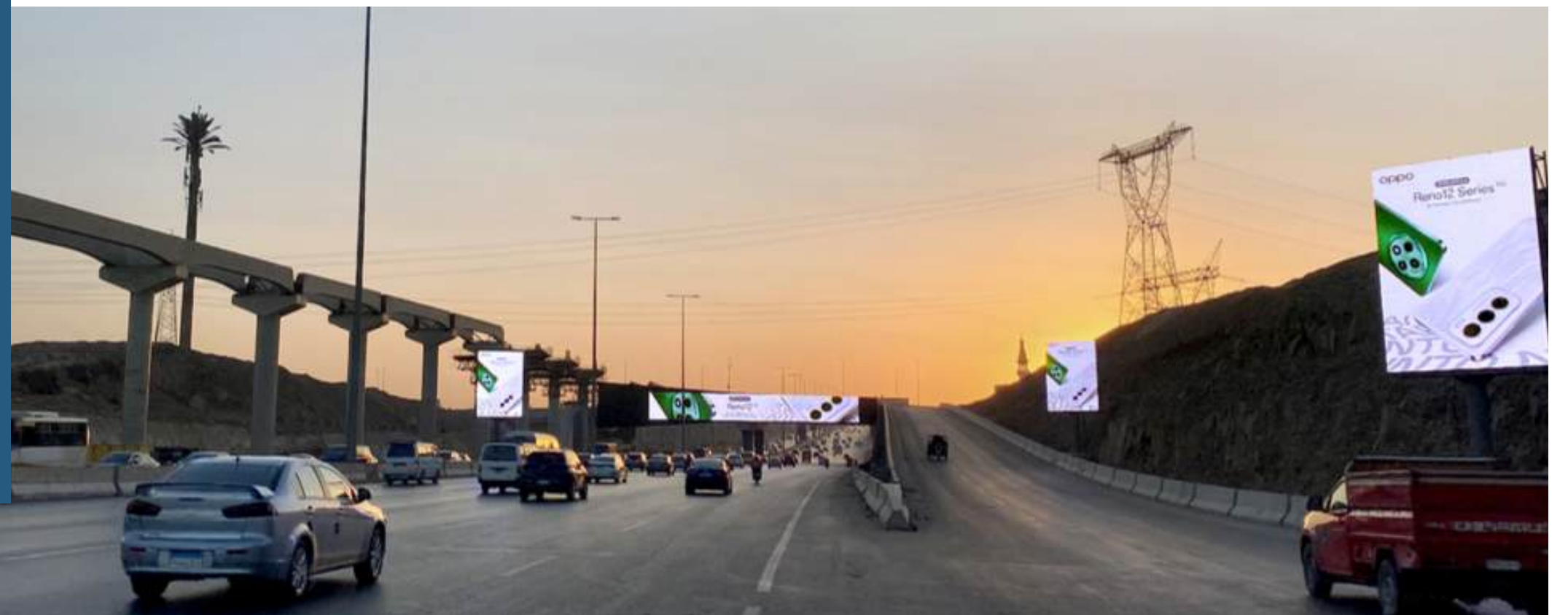
# FMCG



- 125 brands utilized OOH.
- Personal care products led the demand.
- October Bridge, Ring Road & East Cairo received the highest ad spend.

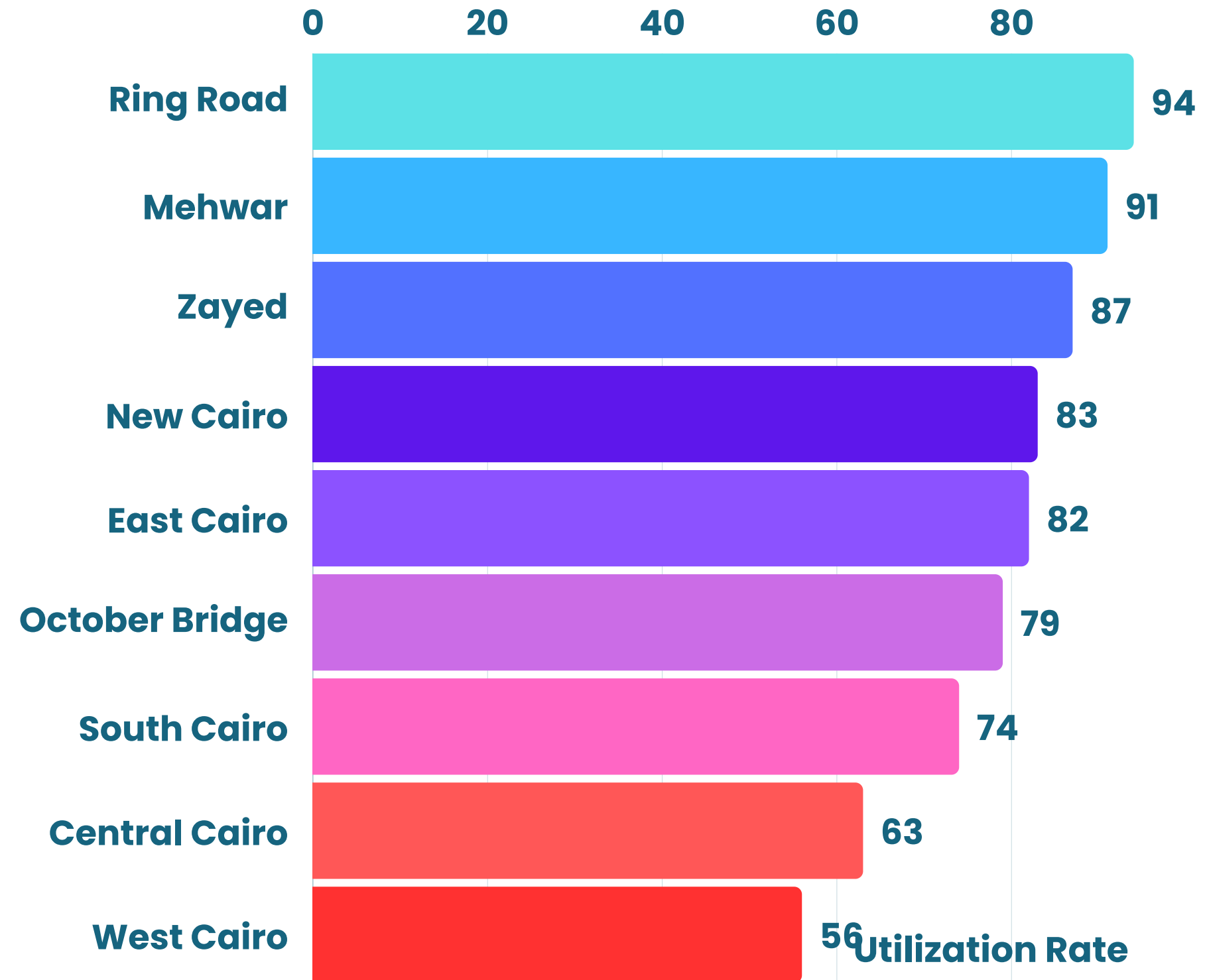
# DIGITAL OUT OF HOME

- 240+ screens across Cairo
- 100% growth since 2022
- Operators continue to experiment with different formats and setups.



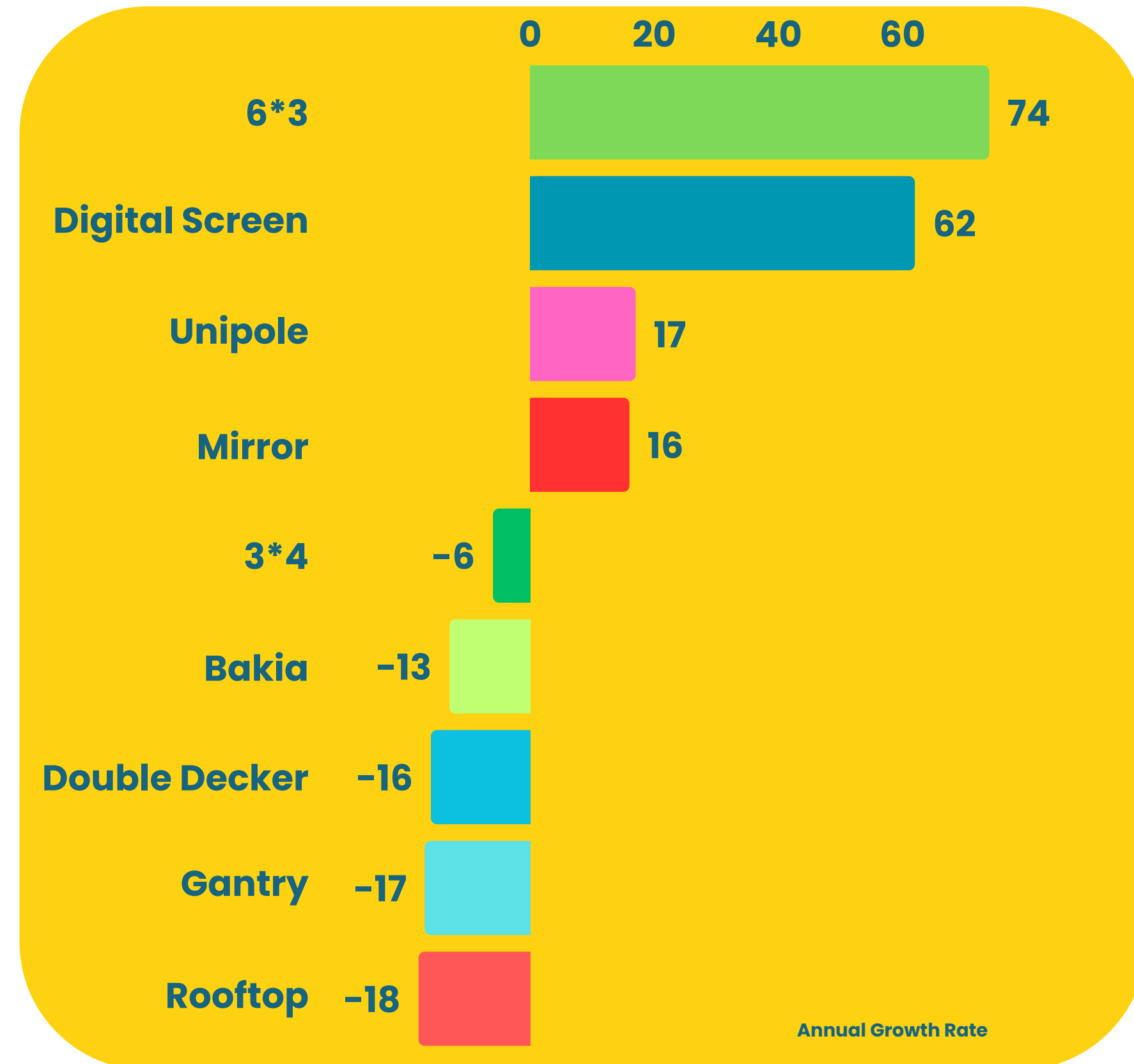
# Shifting Landscapes

- Real estate ads moving to suburbs create affordable OOH opportunities in Cairo.
- Advertisers can leverage innovative formats for wider reach at lower costs.
- High utilization rates deter operators from annual deals in 2025.



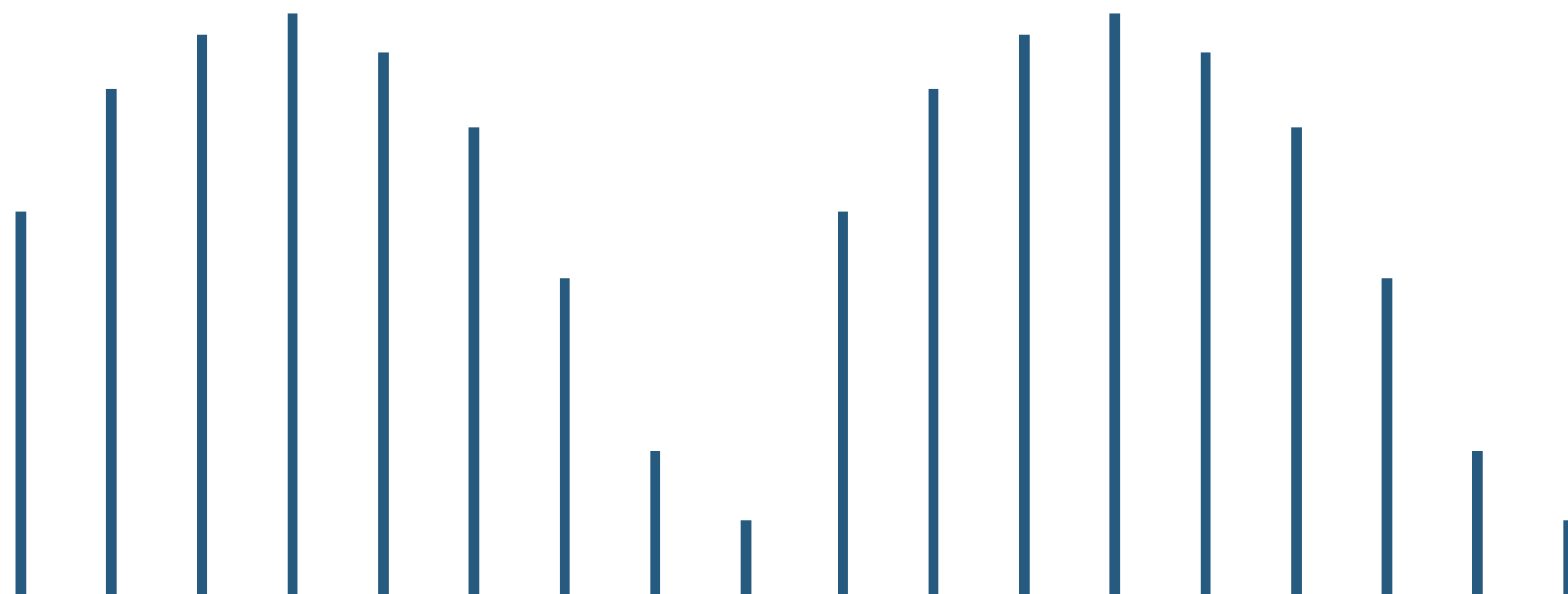
# Changing Faces of OOH

- Regulators push for standardizing ad formats (6x3 replacing 3x4).
- Double-deckers converting to unipoles; rooftops & gantries being removed.
- Mirrors expand on new bridges, while large formats may limit small advertisers.

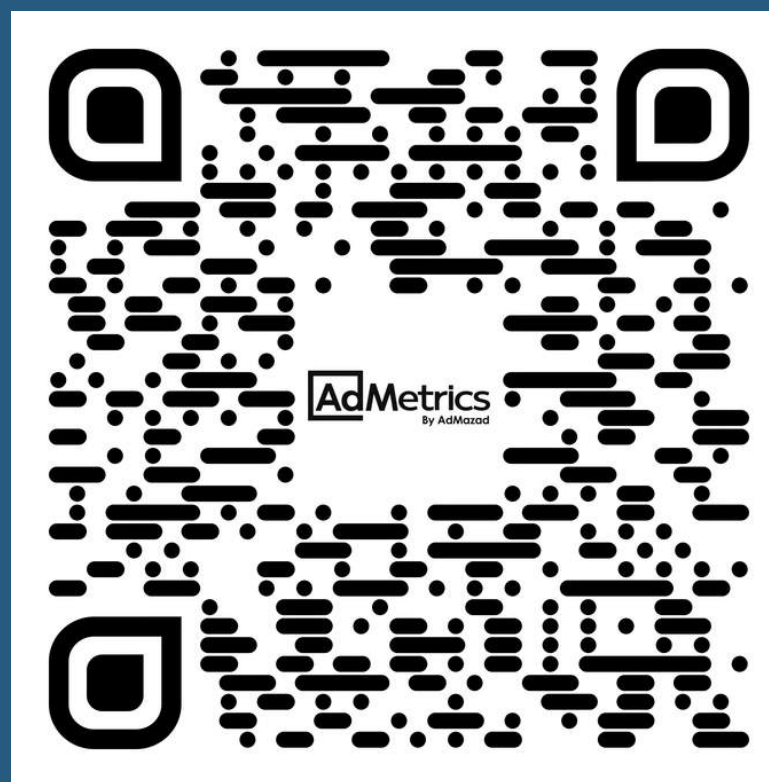


# In Summary

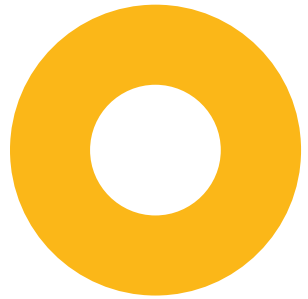
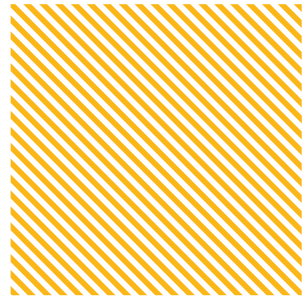
**The Egyptian OOH market is dynamic and growing. Leveraging key trends and data-driven insights helps advertisers, agencies, and media owners optimize strategies for success.**



# Coffee BREAK




**SCAN FOR  
A FREE  
CONSULTATION**



# Powering OOH Success

- Provides advanced analytics to measure OOH impact.
- Used by local and global brands to optimize OOH efficiency and performance.
- Tracks spend, impressions, and viewership for 2,600+ brands since 2019.

# CHALLENGES WITH OOH

- 
- ***I dont know where to start...***
  - ***I dont know what to spend...***
  - ***I dont know what my competition is doing...***
  - ***How do i make sure I have the best locations?***
  - ***What information do I need to brief an agency?***
  - ***What about artwork?***
  - ***What KPIs should I track?***
  - ***I am worried about quality assurance...***
  - ***What new campaigns started this month?***

**AdMazad**





# COMPETITIVE ANALYSIS

Zones ▾

Districts ▾

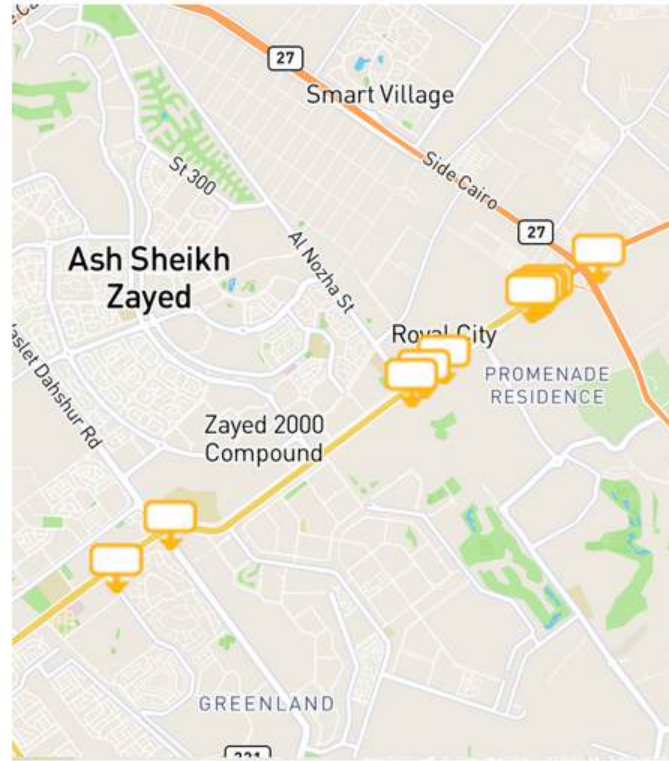
Types ▾



Basic Search ^

ADSPACES > SEARCH RESULTS

### ADSPACES



# SEARCH ENGINE

CONTACT INFORMATION

**CAMPAIGN OVERVIEW**

GEOGRAPHIC  
PREFERENCES  
(OPTIONAL)

## CAMPAIGN OVERVIEW

Brief Name	*Target Start date	*Duration (months)
<input type="text"/>	<input type="text"/>	1 month <input type="text"/>

*Estimated Budget (EGP)	*Campaign objectives?
<input type="text"/>	Nothing selected <input type="text"/>

Brand / Service background and description	What's the profile of your target audience & demographics?
<input type="text"/>	<input type="text"/>

Other Requirements	Where do you want to advertise?
<input type="text"/>	<input type="text"/>

[PREVIOUS](#) [NEXT](#)

# BRIEF US

Campaign Profiler

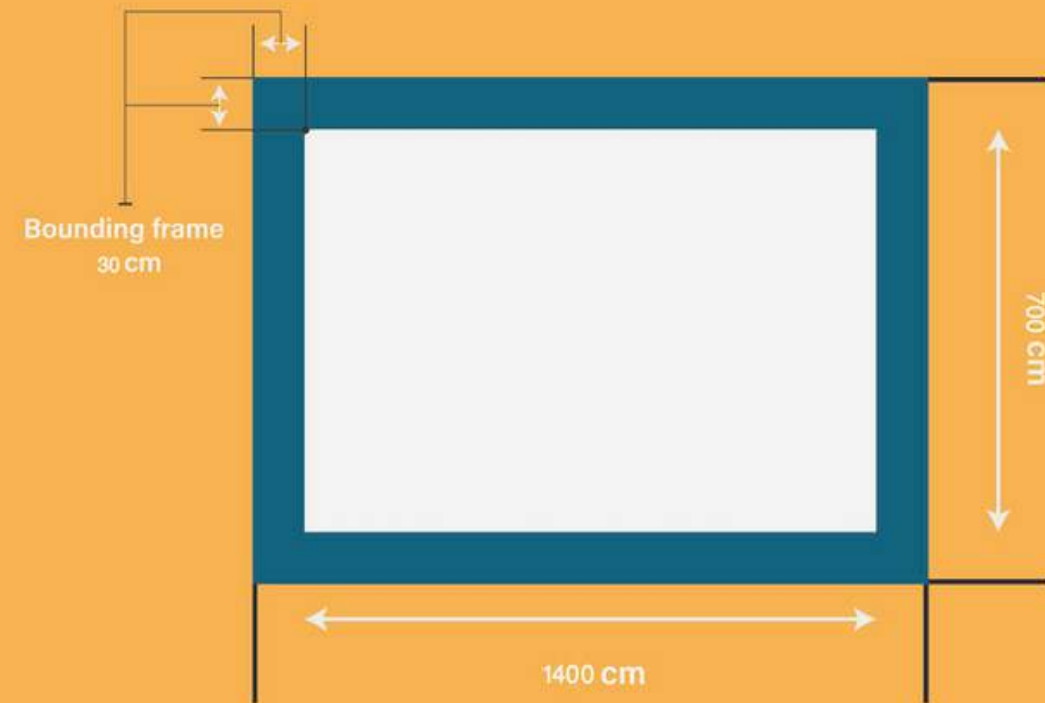
Campaign	Market Value	Faces	Impressions	Reach Lift	CPM	TVT	Viewership Lift	CPVT
Received Plan	5.7m	53	130.8m	2.99%	43.9	39.0y	2.2%	403.6
Optimized Plan	5.8m	61	141.7m	5.85%	40.6	42.6y	5.3%	370.6
Client's Plan	6.2m	51	96.2m	-8.84%	64.2	30.8y	-7.5%	548.1

Billboard Profiler

Campaign	SQM	Areas Covered	Face Size	Average Dwell	AVG Speed	Ave Viewing Distance	Visual Congestion	AVG View Angle
Received Plan	5.6k	15	105.7	9.4	57	344	36.3	78
Optimized Plan	5.8k	16	95	9.5	54	363.3	37	78
Client's Plan	5.6k	18	109.3	9.9	50.5	266.5	30.6	80

# CAMPAIGN MEASUREMENTS

## Static billboard production guidelines



Static specifications		Animation specifications
Art dimensions	700Cm X 1400Cm	N/A
Resolution	72 dpi	
File format	JPG/TIFF/PDF *Only	
Color mode	CMYK	
Bounding frame	30cm around	

# TECHNICAL DES. GUIDELINES



### SAMPLE CAMPAIGN – FEB 2025

13 Feb 2025

Start Date: 01 Feb 2025 - End Date: 28 Feb 2025

16 days left in your campaign

Report Issue

13

AdSpaces

46.5m

Views

11.5s

Average Dwell Time

17y

TVT

21

Faces

0

Issues



Digital Screen - Mehwar - Between Ring Rd - Alex Hwy



RoofTop - West Cairo - Mohandeseen



Bakia - Central Cairo - Zamalek



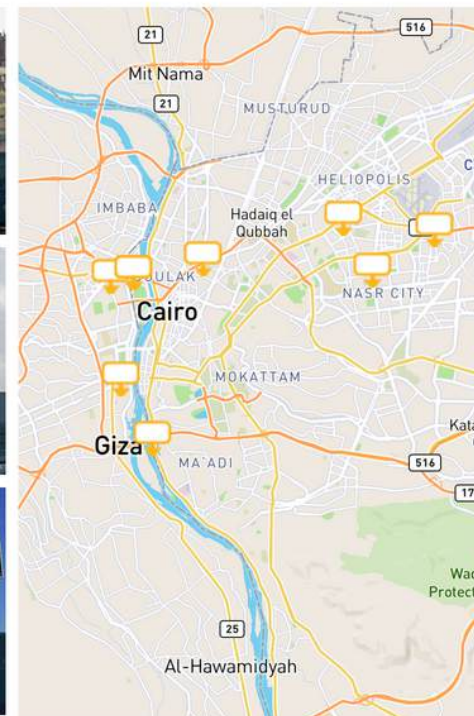
Double Decker - October Bridge - Ghamra - Ramses



Uni-Pole - East Cairo - Salah Salem

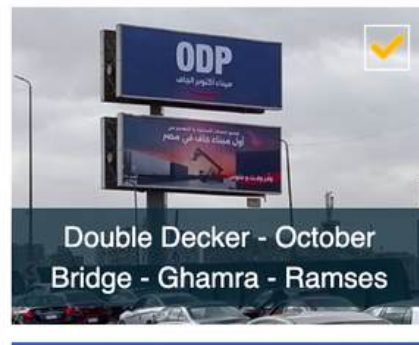


Uni-Pole - New Cairo - 90th Street South



# CAMPAIGN TRACKER

## SELECT ADSPACE



## REPORT AN ISSUE

Please select the AdSpace you wish to report and fill the form below, once your issue has been submitted you will be notified via email. As soon as your issue has been resolved, you will receive further notification

[Click here](#) to view this campaign's issue log, or return to [your campaign](#).

Not lit  Installation issues

Additional details

SENT

# ISSUE MANAGEMENT

## ISSUES LIST



Submit date	Type	Status	Resolve date
13 February 2025	Partially burnt bulbs	Pending	



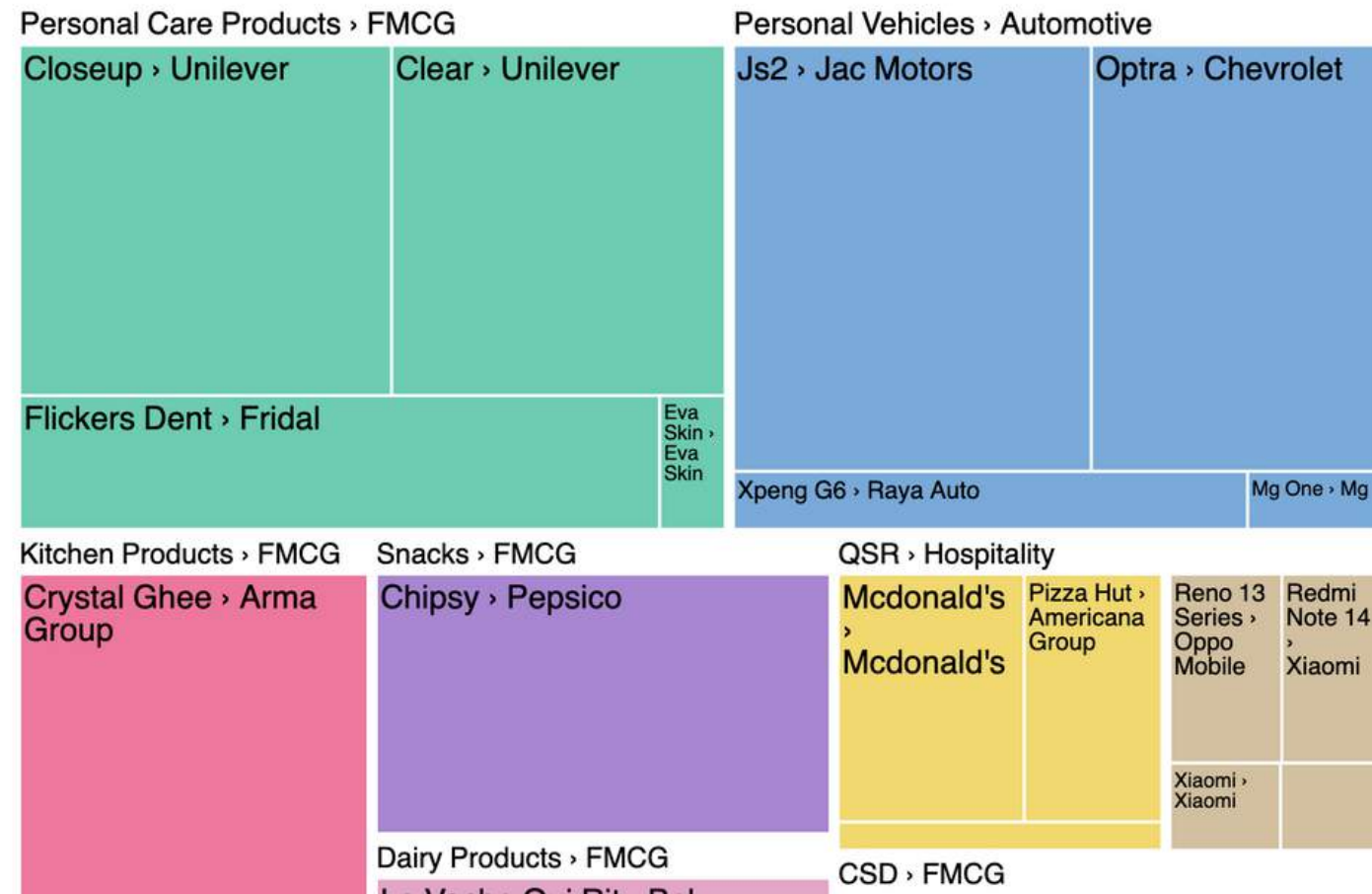
Submit date	Type	Status	Resolve date
13 February 2025	Not lit	Solved	13 February 2025

# AUDITING QUALITY ASSURANCE

## New Campaign Alert Dashboard



Updated Monthly on the 7th



# CAMPAIGN ALERTS

End of Campaign OOH Report  
Brand X - Jan2025



Top Line Figures

Report Summary

<b>35</b> Sum of faces	<b>8</b> Areas Covered	<b>45</b> CPM
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<b>71.1m</b> Impressions	<b>14s</b> AVG Dwell	<b>1.7y</b> TVT
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XYZ Sector YTD Spending (EGP 17.5M) Key Takeaways:

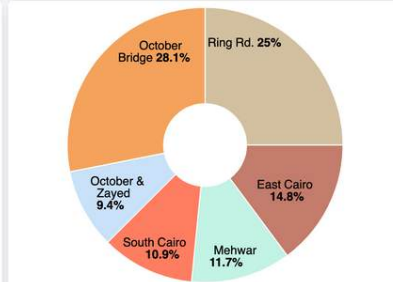
- Brand X has emerged as the leader in terms of ad placement and viewer engagement. Their June campaign was particularly successful, achieving the highest overall viewing time and the greatest average viewing distance. This suggests that Brand X's ads were able to capture viewers' attention and hold it for a longer period of time, ultimately leading to more conversions.
- Brand E also had a successful campaign in January, securing the most geographic coverage. While they did not rank as high in terms of impressions or total viewing time as Brand X, their broad reach suggests that they were able to reach a larger audience.
- Brand C launched a campaign in February with a budget of EGP 3.1 million. Despite having a lower budget than some of the other brands, Brand C achieved the highest share of impressions. This indicates that their campaign was highly effective in terms of reaching potential customers.
- Brand D had the lowest budget allocation of any of the brands, and as a result, they had the fewest impressions and lowest TVT share. This suggests that Brand D may need to increase their advertising budget in order to compete more effectively.
- Brand A invested a significant amount of money in advertising, with two campaigns running in March and June. While the specific results of these campaigns are not provided, it is clear that Brand A is committed to



Zonal Performance

Budget Drivers

Zone	Faces	AVG Dwell Time	Impressions Share	Impression Lift	TVT Share	Viewership Lift
October Bridge	8	12.0s	18%	-10%	16%	-13%
Ring Rd.	6	8.0s	30%	5%	15%	-10%
East Cairo	3	14.5s	16%	1%	21%	6%
Mehwar	12	12.5s	13%	2%	12%	0%
South Cairo	4	32.0s	14%	3%	32%	21%
October & Zayed	2	8.0s	9%	0%	5%	-4%



Sample Artwork

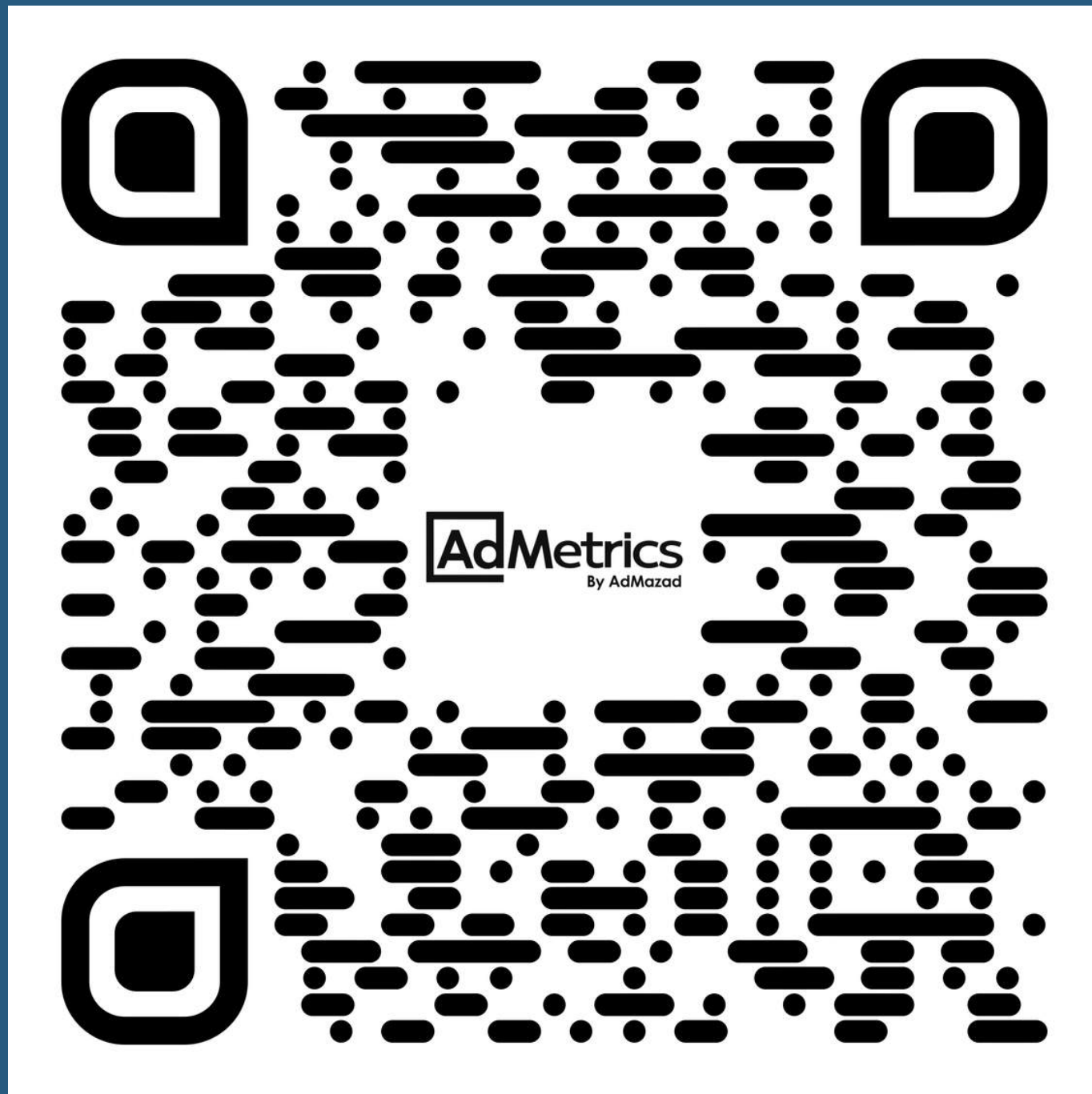
Campaign	Sample Artwork
Brand X	
Brand A	
Brand B	
Brand C	
Brand D	
Brand E	



# END OF CAMPAIGN REPORT



# SHIFTING MARKET DYNAMICS



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# STAY IN TOUCH WITH US!



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