

FREE CHECKLIST

Partner Evaluation Checklist

For evaluating programmatic DOOH partners: the questions to ask, and what to look for, before you sign.

A good programmatic DOOH partner should simplify complexity, not add to it. If every conversation with a potential partner leaves you with more acronyms and fewer answers, that's a signal worth paying attention to.

Use the six questions below in your next partner conversation, then run them against the checklist on the following page before you commit.

QUESTIONS TO ASK

Six questions when evaluating providers

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|------------------------------|---|
| 1 Inventory access | Which markets, venue types and media owners can we reach? Direct relationships or resold? Any premium or private deals? |
| 2 Transparency | Can delivery be reported by city, venue type, media owner, deal, creative and daypart? |
| 3 Planning support | Can you help estimate reach, frequency and suitable environments before launching? |
| 4 Data and targeting | Which audience, POI, weather or location options are available, and how are they validated? |
| 5 Creative operations | What specs, approval lead times and troubleshooting processes apply? |
| 6 Measurement | Which brand-lift, footfall or attention options are available, and what scale is required? |

MINT TIP

Partner value isn't only inventory access. It's planning guidance, operational clarity, troubleshooting and measurement discipline. Judge a partner on all of it, not just their catalogue.

WHAT GOOD LOOKS LIKE

Signs of a strong partner

- **Operational support:** someone resolves deal access, no-delivery, creative rejections, pacing or reporting issues.
- **Strategic value:** helps you sell, explain and improve DOOH, not just provide inventory access.
- **Transparency:** clear, screen-level reporting rather than opaque aggregated numbers.
- **Proven measurement partnerships:** established relationships with credible footfall, attention and brand-lift providers.
- **Genuine audience-first and dynamic-creative capability:** a track record of shipping contextually relevant campaigns, not just the theory.
- **Omnichannel fluency:** comfortable integrating DOOH into a wider plan and its measurement, not treating it as a bolt-on.
- **Responsive account and trading support:** flags an underperforming flight before the wrap report, not after.

BEFORE YOU SIGN

The partner evaluation checklist

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| ☐ Direct or resold inventory access confirmed and disclosed. | ☐ Audience data sourcing and methodology explained clearly. |
| ☐ Named measurement partners for attention, footfall and/or brand lift. | ☐ Audience-first planning demonstrated, not just claimed. |
| ☐ Fraud and brand safety approach for DOOH documented. | ☐ Screen-level, not just aggregated, reporting available. |
| ☐ Realistic minimum budget and flight-length guidance given upfront. | ☐ Store-visit and footfall measurement can be set up before launch. |
| ☐ Clear point of contact for mid-flight optimisation, not only end-of-campaign reporting. | |