

# DOOH

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**URL:** <https://docs.grassfish.com/docs/dooh>

**Archiviert am:** 2025-07-17 18:41:13

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Digital Out of Home (DOOH) refers to digital advertising in public places. The Grassfish DOOH module is an extension to IXM One that supports you in the process of selling digital and analog advertising spaces. The main purpose of the DOOH module is selling digital spaces. However, it supports analog spaces just as well.

The DOOH module makes the whole sales process a lot easier. It facilitates client and content management, guides you through the complete booking workflow from start to finish, helps manage pricing, and supports you with a clear overview of sold and free ad spaces in your network.

[Read more about the DOOH module on our website.](#)