



INVINCIBLE

# Just INCase



Management Consulting



# The Problem Statement



To ideate a product for Google to align with the company's mission to organize user information which is useful and is universally accessible.

# Executive Summary

Considering business goal to create an eco-system of billboard owners & enterprises,  
We factorise that in three components:

## *Onboarding billboards*

- ❖ Incentivizing billboard owners to list their billboards on our platform
- ❖ Improving SEO for billboard discovery

## *Onboarding Enterprises*

- ❖ Providing location based intelligence information for billboard selection
- ❖ Recommendation system for billboard bidding

## *Onboarding Creative Ad Agencies*

- ❖ Helping ad agencies to discover potential clients

Strategic and tactical recommendations:

### *Location Based Smart Recommendation*

- Billboard Shortlisting based on clients' customer attribute
- Probable impressions per day for billboards

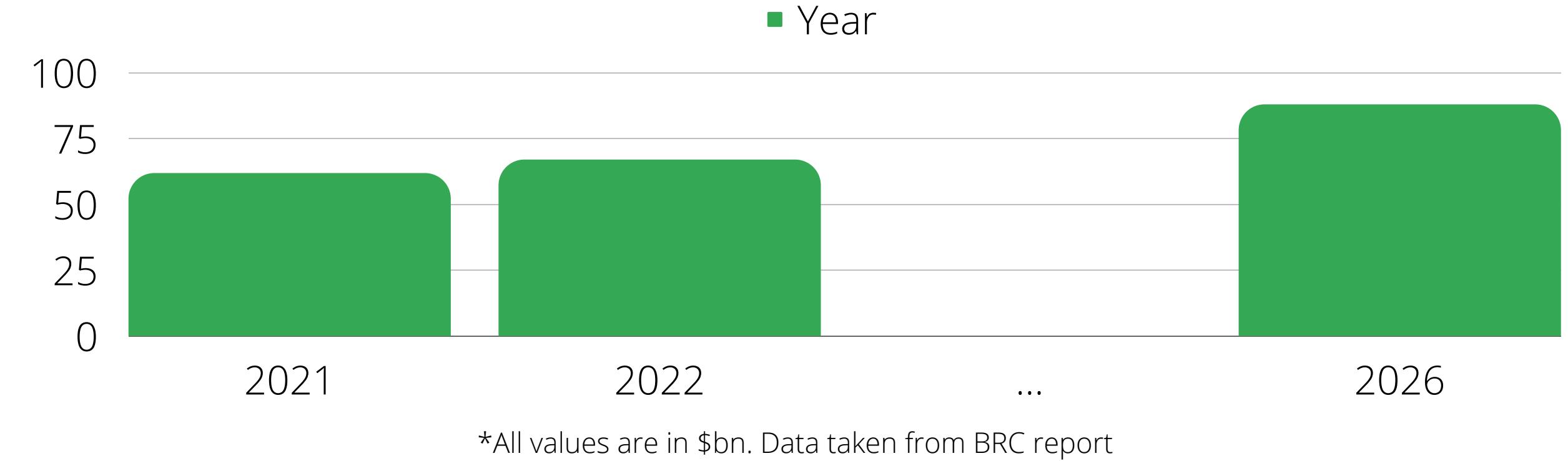
### *Price Recommendation System*

- Recommend bidding price for a billboard
- Transparent bidding system with bidding leader board

### *Price Recommendation System*

- Easy onboarding of billboards
- Reduce idle time of billboards
- No brokerage charges and easy client discovery

- Today there is no standardized All-in-One solution for the billboard industry even though it is about to reach a market size of **\$87.62Billion** by 2026 with a CAGR of **7.3%**



# Current Situation

- **Supply Side Problem:**

Billboard owners find it difficult to **discover new clients** and **forecast next ad gig** due to a lack of data.

- **Demand Side Problem:**

During a marketing campaign, multiple billboards in various regions are required. So it's very difficult for business owners to discover the billboard according to their customer attributes, and also very difficult and time-consuming to individually negotiate with all the owners of the billboards.

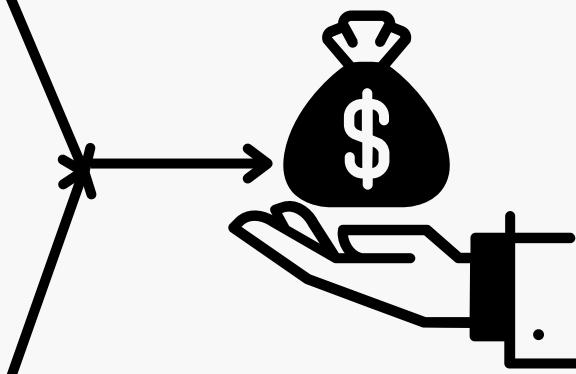
# Solution



## Presenting.....



An all-in-one market place for OOH advertisements connecting Brands with billboard owners where Brands can gain location insights such as audience saturation, consumption of specific product categories, spending power, and even brand affinity.



# WHY FOCUS ON BILLBOARDS?



Let's talk about some billboard advertising statistics that prove the impact of billboard advertising :-

- Americans spend an annual average of **17,600** minutes in their cars. That's almost **300** hours each year.
- There are currently **342,306** billboards in the United States.
- **71%** of people consciously look at billboards when driving.
- Over **50%** of people say they've been highly engaged by a billboard they've seen in the last month.
- OOH advertising is **382%** more effective at driving online activity than TV ads.
- OOH advertising, when paired with search engine optimization (SEO), boosts its effectiveness by **40%**.

# User persona for Google Billboards

## Marketing Head

**Main Objective** - To get best visibility for their product at best price



NAME: Piyush Wankhede  
AGE: 35 years  
EDUCATION: MBA Grad  
JOB: Marketing Head

### Goals:

- Creating awareness about their product
- Achieving maximum impressions
- Getting the right deal according to requirements.
- Finding the possible locations for billboards

### Pain Points:

- Contacting with various billboard owners can be a nightmare
- No standardized methods to estimate the cost of billboard.
- Discovering the right billboard location can be challenging

## Billboard Owner

**Main Objective** - To reduce idle time and get maximum value out of the billboard



NAME: Debalina Dutta  
AGE: 45 years  
EDUCATION: Engineer  
JOB: Business Owner

### Goals:

- To get the best price for their billboard.
- Reduce the downtime.
- Reduce brokerage cost.

### Pain Points:

- Lack of data to forecast next add gig.
- High brokerage cost.
- Difficulty to connect with potential clients.

## Creative Ad Agency COO

**Main Objective:** To acquire more clients for the ad agency.



NAME: Sushma Shetty  
AGE: 43 years  
EDUCATION: MBA  
JOB: COO

### Goals:

- Connect with potential clients.
- Improve branding of the organization,
- Increase the order frequency and improve the average order value

### Pain Points:

- Difficult to discover potential clients.
- Price negotiation can be cumbersome.



WHY?



Because the current scenario  
has lot of unorganized players  
with no standardization

# Billboard Agency UI Prototype >

Welcome Debalina

Home Clients Onboard Message

Hoarding	Size	Status
Raja Ram Mohan Avenue	12*6	Emami
Mahatma Gandhi Road	8*8	Empty

Add Billboard



Three navigation icons at the bottom: three horizontal lines, a black dot, and a left arrow.

Welcome Debalina

Home Clients Onboard Message

Hosting status: Emami LTD  
Rent: 60000 INR  
Valid Upto: May 2022

**June Bidding status**

Company	Amount	Status

Three navigation icons at the bottom: three horizontal lines, a black dot, and a left arrow.

Welcome Debalina

Home Clients Onboard Message

**Register Billboard With GOOGLE**

Size of billboard -  
length (ft) x width (ft)

Type of billboard -

Minimum Quoted Price -

Contract Renewal Duration - 0 6 16

REGISTER

Three navigation icons at the bottom: three horizontal lines, a black dot, and a left arrow.

# Client UI Prototype



**Billboard**

Location

Search Google

**BillBoard Type**

- Digital
- Printed

**BillBoard Size**

Choose your billboard size

**Customer attributes**

Type the required attributes

**Search**

The map displays several orange clusters representing billboard locations across Thane. A prominent red location pin is placed on one cluster, which is highlighted with a larger orange circle and a callout box containing the following information:

**Customer Score-74**

- Traffic Density--> 200 vehicles/hr
- Peak Traffic hours-->10AM-12PM & 5-7PM
- Peak Traffic-->500 vehicles/Hr
- Impressions-->22400/Day
- Estimated Cost-->Rs 200,000/Hr

Key geographical features labeled on the map include SANJAY GANDHI NATIONAL PARK, Kalyan, Dombivli, Ulhasnagar, ADDITIONAL INDUSTRIAL AREA, THANE CREEK FLAMINGO WLS, and MAHARASHTRA INDUSTRIAL DEVELOPMENT CENTRE – MIDC TALOJA.

Map controls and icons are visible along the right edge of the map area.

# Feature I: Location Intelligence for Billboard Discovery



## User Story:

As a **business owner**, I want to find the best set of billboards for my product awareness based on the attributes of my product user so that I can generate quality leads and maximize revenue from operations

## Value proposition to Google:

- Diversification of Google Ads
- Increased Revenue
- Increased Loyalty
- Data Collection

## Value proposition to the user:

- Users can now easily discover billboards according to their business needs
- Users can now deal and manage all their billboards at one place.
- Bid Price Sugestor helps the user to quote the correct price for a billboard and avoid overspending

## Feature:

- Users have to list their ad campaign objectives and fill up a form mentioning the attributes like age, class of customers, expected impressions per day and type of billboard.
- A list of billboards based on the selected parameters will be shown along with their estimated bidding price

## Metrics to Track:

- Total Campaigns Registered
- Conversion Ratio
- DAU/MAU
- Churn Rate

# Feature 2: Transparent Bidding System And Impression Counter



## User Story:

As a **business owner**, I want to ensure a fair bidding system for the billboards and want to know the probable number of people who will be viewing my ads and **number of bids on that billboard** so that I can get notifications to improve my bids

## Value proposition to Google:

- Increased Engagement
- Increased Revenue
- Increased Loyalty
- Data Collection

## Value proposition to the user:

- Users can now easily track all their bids in one place
- No need to deal with brokers in order to get the deal.
- Impression counter helps the user to measure the cost effectiveness of the billboard

## Feature:

- Transparent bidding feature and real time bidding leadboard to track real time status of my bid
- Real time notification whenever someone's bid price exceeds my bid price.
- Impression counter feature to estimate the probable no of impressions the billboard gets on an average.

## Metrics to Track:

- Average Deal Size
- Conversion Ratio
- Lifetime Value
- Churn Rate

# Impression Counter Methodology

**Google has the data for traffic density at each locality which it can leverage to calculate the impression count**

Suppose we want to estimate the impressions for a hoarding at a particular locality

Peak Time 10am-12pm and 5pm to 8pm where peak time traffic density is 500 vehicles/hr and during normal time traffic density is 300 vehicles/hour

Assuming average number of people per vehicle is 4

$$\text{Total impressions/day} = 5(500)(4) + 19(300)(4) = 32800$$

# Market Analysis



## Product

An online platform digitalizing the process of billboard rentals and installation as per the business need using geo spatial intelligence.

## Place

Places where there are lot of offices of brands that can be our potential clients

## Price

Best in the industry with complete transparency of the bills between the client and advertising agency



## Promotion

Promotion through Digital platform, like Youtube Ads, Google Ads etc. and through offline campaigns like Billboards themselves.

# Marketing Strategy



## Step 1

Make our product available in all vernacular languages including English, and advertising it with the guarantee of Google's security

## Step 2

Google Billboard gives you the opportunity to transparently bid for your favourite billboard on the platform itself, a one in a kind feature

## Step 3

Promote measures of increasing employment for billboard makers and hoarding makers of local areas through TV campaigns

## Step 4

Effective email marketing to potential clients through enticing subject lines and easy CTA options

# Pricing Strategy



## From Billboard and Outdoor Advertising agencies

- **15%** of monthly revenue from billboard owners
- **25%** of monthly revenue from Ad agencies registered
- Fixed monthly fees for billboard owners listed in the platform

## From Businessmen

### Tier-1

For 2 bids per month

**Cost of Bid= Free**

### Tier-2

For upto 10 bids per month

**Cost of Bid= \$50/bid**

### Tier-3

For more than 10 bids per month

**Cost of Bid= \$75/bid**

# Measuring Success of the Product >

North Star Metric for Google Billboard	Number of successful Ad campaigns	Vanity Metric for Google Billboard	Total Users	Counter Metric for Coursestack	Daily volume of unique ad campaigns
--	-----------------------------------	------------------------------------	-------------	--------------------------------	-------------------------------------

As a part of measuring the success of the features implemented, it is suggested to follow the [HEART Framework](#) over here, as it covers all the aspects of User Behaviour that we need to know.

HEART	GOALS	SIGNALS	METRICS
HAPPINESS	User Satisfaction	User Reviews and Ratings from Customer Feedback	NPS, Total New Users, Stickiness
ENGAGEMENT	Owners listing billboards, business creating campaigns, business bidding for billboards, ad agencies listing their offerings.	Total Successful bids, Number of billboard listings per month,	Ad campaigns per business per month, bidding lead-board
ADOPTION	More competitive bidding for billboards, Higher no of services offered by ad agencies, Billboard owners engaging with businesses through in app chat feature	Total New Users, Total Conversions from Referrals, Total no of services provided by ad agencies	Total billboards registered per owner, Total ad campaigns conducted per business
RETENTION	User Loyalty, Business gets incentivized to add new billboard	Discount vouchers, Recurring Users, Course streaks	WAU/MAU, Monthly Retention Rate
TASK SUCCESS	Billboard idle time reduction, Location based insights of billboards to owners	Higher Revenue from billboards, Driving more customers from offline channels for business	Average revenue per billboard, Average idle time per billboard, CAC from offline channel per month



# Thank you!

