

BLUE BILLBOARD MAXIMISES DOOH ADVERTISING POTENTIAL WITH XIBO



ABOUT BLUE BILLBOARD

Blue Billboard is a fast-growing digital out of home (DOOH) advertising network, founded in 2020. The Blue Billboard network currently reaches over 12 million impressions every month across businesses in Retail, Hospitality and Healthcare in the South East of England. Using innovative A.I. technology to segment and tap into an engaged audience, Blue Billboard achieves real, measurable results for their customers.



THE CHALLENGE

Blue Billboard was developed when Technical Director and business co-founder, Justin Howard, noticed a significant gap in the digital signage market for independent businesses on the south coast of England. With DOOH Advertising being in its infancy in the UK at the time, Justin noticed that it was mostly larger business chains within central city locations, who were utilising place-based DOOH advertising as part of their digital signage strategy. Justin saw a unique opportunity to help single owner operated and very localised businesses to leverage the exciting and growing market of DOOH Advertising.

Blue Billboard needed to partner with a digital signage software provider whose solution was flexible, scalable and affordable to support the projected growth of their new business. But a key factor for selecting a partner was the inclusion of DOOH Advertising capabilities within the solution and the willingness to enhance and evolve these capabilities as the market evolves.

THE SOLUTION

Blue Billboard selected Xibo in 2020 as their digital signage provider of choice. They currently operate a Xibo [cloud hosted](#) network across 54 [Android](#) displays, with a quarter of these using Xibo recommended [hardware](#).

Blue Billboard is utilising Xibo's Programmatic [Advertising](#) functionality to enhance their DOOH Advertising offering. By using Xibo's [SSP Connector](#), Blue Billboard is easily able to integrate with world leading DOOH Supply Side Platforms (SSP's), in particular, Hivestack, Vistar Media and Place Exchange.



"Xibo's SSP Connector has made it simpler to integrate with the DOOH Platforms we currently use, helping us maximise our return from existing advertising inventory"

JUSTIN HOWARD, Technical Director

THE BENEFITS

Using Xibo Signage has helped Blue Billboard to:

- Grow rapidly as a business through Xibo's easily scalable solution
- Reduce costs as a new business with Xibo's cost effective and scalable [Plans](#)
- Enable their customers to maximise their advertising potential and earn revenue each month through a percentage of screen time per day dedicated to other advertisements



"Xibo has helped us achieve our network growth targets and drive more revenue through programmatic integrations."

JUSTIN HOWARD, Technical Director

WHY XIBO

Blue Billboard chose Xibo as their Digital Signage provider for the following reasons.

- Cost effective
- Scalable
- DOOH Advertising features
- Integration to world leading DOOH SSP's
- Excellent reporting functionality



"With Xibo, we are able to have a new location and displays configured within minutes. This scalability has helped us rapidly grow as a business in a developing market. "

JUSTIN HOWARD, Technical Director



If you'd like to find out more about how Xibo Signage is helping other businesses maximise their DOOH Advertising potential, or would like to implement digital signage in your business, then please get in touch via sales@xibosignage.com

