

3 AI Trends Reshaping OOH: What Operators Need to Know Now

What You Need to Know About AI for Your OOH/Billboards



By OOH TODAY [By OOH TODAY believes all voices, not just the loudest, must be heard](#)

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By [Graviss Marketing](#)

Artificial Intelligence (AI) is no longer an abstract buzzword, it's changing how Out-of-Home operators sell, deliver, and measure campaigns. At Graviss Marketing, we sit at the intersection of OOH and digital marketing. We see every day how AI is creating both new challenges and new opportunities for billboard companies. Here are three trends reshaping the industry right now.

1. Smarter Sales & Inventory Intelligence

AI is helping OOH operators better understand who is most likely to buy and which locations deliver the highest value. Predictive tools can rank leads in your CRM, while planning platforms are increasingly using data models to recommend inventory. Salesforce reports that nearly **60% of sales teams using AI see better lead qualification**.

Examples: *HubSpot AI* and *Salesforce Einstein* can help prioritize outreach. AdQuick has introduced an **AI campaign planner** and "movement-based audience" indexing to match boards with advertiser goals. Place Exchange enforces **rigorous inventory classification standards**; creating the foundation for future AI-enabled valuation and trading.

For small operators, that means focusing limited resources on the advertisers most ready to act — and packaging boards in ways that align with data-backed value.

2. Creative That Learns What Works

Strong creative has always been the difference between "seen" and "remembered." Now, AI is accelerating the process; generating multiple design variations, resizing creative across

formats, and even predicting which ad will perform best. A WARC/JCDecaux study found DOOH campaigns using AI-optimized creative achieved **up to 20% higher engagement**.

Examples: *Canva AI* and *Adobe Firefly* make it easy for independents to generate quick creative variations, while DOOH platforms like Broadsign and Vistar Media are building AI-driven testing directly into campaign workflows.

For independents and regional networks alike, this levels the playing field with larger agencies.

3. AI-Driven Search & Digital Presence

This trend bridges our physical and digital worlds. Search engines like Google and Bing are integrating AI into results, changing how advertisers discover OOH companies. An advertiser who sees a billboard and searches “billboards near me” may never find you if your website isn’t optimized for AI-driven search.

Examples: AI-powered SEO platforms such as *Semrush*, *Surfer SEO*, and *Clearscope* help businesses adjust content for AI-based results. Tools like *ChatGPT* can support blog drafts, FAQs, or meta descriptions that keep sites fresh.

At Graviss Marketing, we bridge this gap: ensuring OOH operators aren’t just visible on the roadside, but also online, right when advertisers are searching.

The Bigger Picture: Where We’re Headed

These trends aren’t about replacing relationships or instincts. They’re about **augmenting them**. AI won’t decide which client to invite to lunch or which location is a hidden gem. But it will help operators:

- Focus on the right prospects
- Deliver more effective creative
- Prove campaign results with sharper analytics
- And make sure advertisers can actually find them online

That’s the bridge between AI in digital marketing and AI in OOH: visibility that extends from the highway to the search engine.

We’ll be exploring these topics further during the IBO Conference in Atlanta at our panel discussion, *AI in OOH: Real Uses, Real Results, Real Talk*. If you’re attending, we’d love to connect.

About Graviss Marketing

Graviss Marketing helps OOH operators build the digital presence, marketing systems, and sales tools they need to win more advertisers. With decades of OOH experience and a focus on digital innovation, we partner with operators to make sure their business stands out — on the road and online.

If you'd like to learn more about how we can help your company market smarter, visit <http://www.GravissMarketing.com> or email info@gravissmarketing.com.

Let's elevate OOH together



Jonathan M. Graviss brings over 29 years of expertise in outdoor advertising sales to his role as Chief Revenue Officer at Graviss Marketing. With a proven track record of driving impressive sales figures, Jonathan most recently served as Director of Sales Recruiting at Trailhead Media.

His career in sales management spans prestigious companies such as Adams Outdoor, Clear Channel Outdoor, and Lamar Outdoor Advertising, where he made significant impacts in key markets like Charlotte, NC, Atlanta, GA, and Knoxville, TN. Before transitioning into sales management, Jonathan gained valuable experience in Operations, Real Estate, and Sales in the OOH industry.

Jonathan holds a bachelor's degree in History from Middle Tennessee State University. Outside of work, Jonathan finds joy in spending time with his wife, Leah, and their four adult children (including our CEO, Jonathan P. Graviss). He is passionate about good bourbon, live music, and cheering on the Tennessee Volunteers.



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