PerView™ OOH Measurement
To capture a greater share of the pie, OOH needs to be measured in the same currency as the majority of other media spend

Over 2/3 of all ad spend is now digital, and is transacted on **impressions**.

An impression is commonly defined as one instance of one consumer having the opportunity to see one ad.

Planning, buying, pacing, and measurement of digital advertising are all denominated in impressions.

To attract digital dollars, we need OOH measurement to be on the same footing as other digital channels (no better and no worse).

Source: MAGNA 2021
Common needs of programmatic buyers

- All digital plans start with a target audience (defined by demographics, behaviors, interests, etc.)
  - All buying is denominated by the CPM (cost per thousand impressions) to reach the audience

- For a given media plan, digital buyers’ questions include:
  - What fraction of my target audience will see at least 1 impression? (*Reach*)
  - How many impressions, on average, will an exposed consumer in my target audience see? (*Frequency*)
  - How many total impressions a campaign will deliver against my target audience? (*GRPs/TRPs*)
  - How will those numbers change if I increase or decrease the budget?

- What budget & media plan will best deliver against a desired level of reach, frequency, and impressions?

- For a campaign that is running or has completed:
  - How does *actual* reach, frequency, and impression delivery compare with pre-campaign plan estimates?

*Place Exchange's PerView™ product was developed to address these needs*
PerView addresses a number of historical challenges with OOH measurement

✓ Up-to-date, dynamic measurement based on real-time movement data, not annualized averages
  ○ The data is not fixed, but changes as the “situation on the ground” changes

✓ Applies consistent measurement across different types of OOH inventory:
  ○ Different categories of OOH media (place-based, billboards, transit, street furniture, etc.)
  ○ Digital & static media / indoor & outdoor media / stationary & moving media

✓ Supports a variety of key use cases:
  ○ Reach, Frequency, Impressions, and hourly Impression Multiplier data at the individual screen level
  ○ Measurement at the aggregate population and target audience levels
  ○ Measurement for national and local buys (and at various levels of geo granularity, e.g., zip, county, DMA, state, etc.)
  ○ Pre-campaign planning/forecasting and mid-campaign/post-campaign “as-delivered” measurement

✓ Designed to flexibly meet partner needs:
  ○ Updated frequently (at least monthly)
  ○ Easily accessible, on-demand access via API (in development)
  ○ Applies to buying on or off of Place Exchange
  ○ Applies to programmatic and non-programmatic buys

✓ In line with OAAA Measurement Guidelines for OTS, and expected to be in line with upcoming MRC OOH standards
Q & A
Unlock the real power of OOH.

Contact us: sales@placeexchange.com