AdQuick

AdQuick Analytics Tenets

OOH should and can be....

Trackable

Measurable

Accountable

Actionable

Accessible

Advanced OOH Measurement

Before AdQuick

Measure some geographic lift at the City/DMA Level

With AdQuick

Isolate OOH measurement, directly attribute online & offline events, measure the true ROI, compare relative performance by unit, optimize campaigns to improve outcomes over time, and use data to power multi-channel marketing

Exposure Tracking with Mobile Location Data

Ad Unit Variables
- Size
- Location
- Direction
- Screen Type

Device Variables
- Location
- Distance from Ad
- Movement
- Speed
- Direction

Attributing Online & Offline Events

Customer Journey & Exposure

Online & Offline Impact Analysis
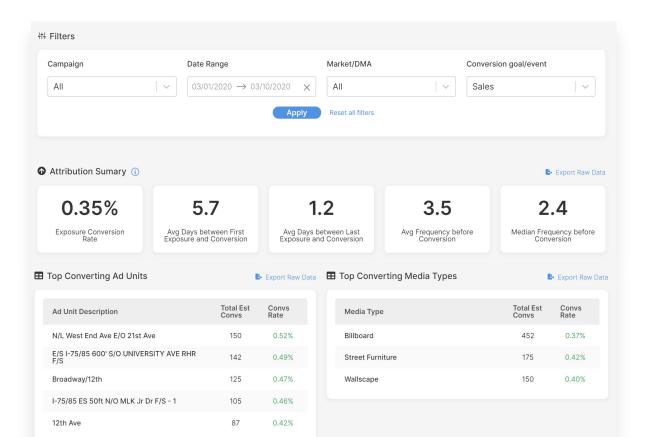
Attribution Categories
- In-store: foot traffic
- Online: visits, leads & sales
- App: installs & events

Attribution Dashboard

Campaign

All ⌄

Date Range

03/01/2020 → 03/10/2020 ✕

Market/DMA

All ⌄

Conversion goal/event

Sales ⌄

Apply   Reset all filters

⬆ Attribution Sumary ⓘ   ⬀ Export Raw Data

0.35%	5.7	1.2	3.5	2.4
Exposure Conversion Rate	Avg Days between First Exposure and Conversion	Avg Days between Last Exposure and Conversion	Avg Frequency before Conversion	Median Frequency before Conversion

▦ Top Converting Ad Units   ⬀ Export Raw Data

Ad Unit Description	Total Est Convs	Convs Rate
N/L West End Ave E/O 21st Ave	150	0.52%
E/S I-75/85 600' S/O UNIVERSITY AVE RHR F/S	142	0.49%
Broadway/12th	125	0.47%
I-75/85 ES 50ft N/O MLK Jr Dr F/S - 1	105	0.46%
12th Ave	87	0.42%

▦ Top Converting Media Types   ⬀ Export Raw Data

Media Type	Total Est Convs	Convs Rate
Billboard	452	0.37%
Street Furniture	175	0.42%
Wallscape	150	0.40%

Lift Studies & True ROI Measurement

Before AdQuick

Market-level lift analysis:
Treatment markets with OOH vs Control markets without OOH

With AdQuick

Targeted lift studies for online & offline KPIs:
Treatment groups of users who are exposed to OOH, Control groups of users who are not. Measure total impressions and accurately estimate incremental conversions from OOH to understand true ROI. Can be combined with multi-channel marketing to measure lift from using OOH in tandem with other channels.

Outcome: measured lift is 2x-4x higher through AdQuick, and the only OOH solution for measuring true ROI

Case Study: Online Streaming Company

What: OOH campaign in two major metros consisting of several dozen static and digital units

Who: Online streaming company looking to drive incremental online subscriptions

How: Built treatment and control groups using high-fidelity mobile location data, ran targeted surveys to measure lift in upper funnel brand metrics, leveraged device graphs to map online conversions to OOH exposures and measured lift in online subscriptions

Outcome: Measured significant lift across both upper and lower funnel metrics, reported Cost per Incremental subscription and measured true ROI

Results

Upper Funnel Lift

Aided Awareness: **+100%** at 95% confidence

Brand Recall: **+110%** at 97% confidence

Favorability: **+215%** at 100% confidence

Lower Funnel Lift

42% lift in online subscriptions

7,500 total incremental subscriptions

$27 cost per incremental subscription

Multi-channel Media Activations

Mobile display

Desktop display

Social

Email

Direct Mail

Online Video

Connected TV

Streaming Audio

Coming Soon: Core Metrics Reports

What: Real-time, in-flight reporting of total impressions, reach and frequency, by individual unit and de-duplicated by campaign

How: Deep integration with TruFactor to leverage their always-on carrier location data to measure mobile device sample rates and key OOH metrics (such as reach and frequency) with high confidence

Why: Marketers need to know how many people were reached, and at what frequency, so they can compare delivery to what they planned and understand the true ROI using lift analysis

When: July 2020

Recap: What's unique about AdQuick Analytics?

AdQuick is the only OOH solution with...

Real-time, in-flight performance dashboards
- Attribution Reports (live today)
- Core Metric Reports (in prod)

Optimization tools for improving OOH outcomes over time

Omni-channel retargeting support

Full funnel lift analysis for all online and offline KPIs

True ROI reporting (combining attribution, lift analysis and sample rate)

Let's get started!