



# Programmatic & Analytics Product Overview



# AdQuick Programmatic



# Our Product

## **Maximum Inventory**

We're integrating with as many SSPs as possible to provide access to 100% of inventory.

## **Geospatial Audiences**

Target your ideal customers with 500M+ location pings, which track custom audience movement against screens in the real world.

## **Modern & Easy-to-use**

Our product was built from the ground up with the latest web tech and UX best practices, so the planning experience is super-fast and easy.

## **Advanced Analytics**

Attribute your programmatic OOH campaign exposures to web, mobile, and brick & mortar conversion events.

# Start by setting dates, budget, max CPM, and your pacing option

AdQuick Demo [🔗](#)

Build Plan > Upload Creative > Review Export Plan

**TIMING & BUDGET**

Advertiser **AdQuick**  
Creative Category **Arts & Entertainment**  
Total budget **\$10,000.00**  
Max CPM **\$10.00**

**GEOGRAPHIES**  
**VENUE TYPES**  
**POINTS OF INTEREST**  
**DAYPARTING**  
**PUBLISHERS**

**Timing & Budget** Done

Select the dates for your plan  
08/24/2020 → 08/24/2020 ✕

Advertiser  
AdQuick

Creative Category  
Arts & Entertainment

Total Budget  
\$10,000.00

Max CPM  
\$10.00

Pacing  
 **ASAP**  
Spend my budget as quickly as possible  
 **Even**  
Spend a consistent amount every day  
 **Ahead**  
Front-load to prevent underspending, then spend a consistent amount every day

**United States**

Map showing advertising spots across the United States and surrounding regions. Major cities labeled include Vancouver, Los Angeles, Dallas, New York, Toronto, and others. The map includes state and province names and a legend for Caribbean islands.

Continue

© Mapbox © OpenStreetMap. Improve this map

# Select your geographies

AdQuick Demo [🔗](#)

Build Plan > Upload Creative > Review Export Plan

**TIMING & BUDGET**

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**GEOGRAPHIES**

Los Angeles, CA

**VENUE TYPES**

**POINTS OF INTEREST**

**DAYPARTING**

**PUBLISHERS**

**PLAN OVERVIEW**

965 Screens

Continue

**Geographies** Done

Q los

- CITY Los Angeles, CA
- DMA Los Angeles-Long Beach-Anaheim, CA
- CITY East Los Angeles CDP, California
- CITY Lake Los Angeles CDP, California
- ZIP 90003 - Los Angeles
- ZIP 90004 - Los Angeles
- ZIP 90005 - Los Angeles
- ZIP 90006 - Los Angeles
- ZIP 90007 - Los Angeles
- ZIP 90012 - Los Angeles
- ZIP 90013 - Los Angeles
- ZIP 90014 - Los Angeles
- ZIP 90015 - Los Angeles
- ZIP 90017 - Los Angeles
- ZIP 90020 - Los Angeles
- ZIP 90021 - Los Angeles
- ZIP 90022 - East Los Angeles , CA
- ZIP 90023 - East Los Angeles , CA
- ZIP 90024 - Los Angeles
- ZIP 90026 - Los Angeles

Map showing geographies in Los Angeles, CA. The map includes major roads like I-405, I-101, and I-170, and various neighborhoods such as Sherman Oaks, Vanowen, Burbank, and Hollywood Hills. Purple pins indicate selected geographic locations.



# Select your venue types and publishers

AdQuick Demo [🔗](#) Build Plan > Upload Creative > Review Export Plan

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Max CPM **\$10.00**

**GEOGRAPHIES**

Los Angeles, CA

**VENUE TYPES**

74 Venue Types

**POINTS OF INTEREST**

**DAYPARTING**

**PUBLISHERS**

**PLAN OVERVIEW**

909 Screens

Continue

**Venue Types** Done

**Included (74)** Exclude all

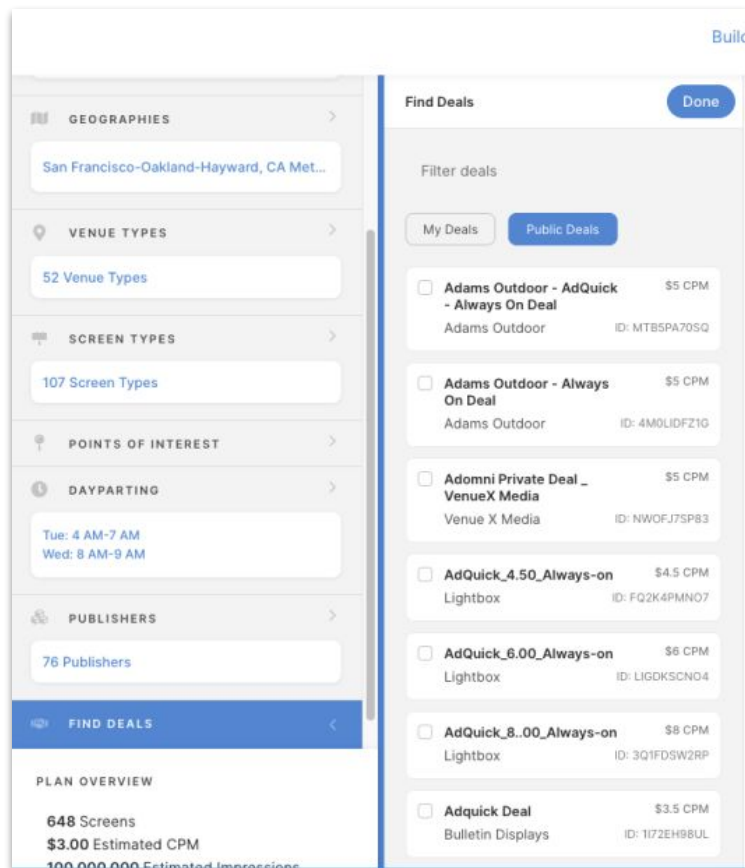
- Education Colleges
- Education Schools
- Entertainment Bars
- Entertainment Casual Dining
- Entertainment Golf Carts
- Entertainment Hotels
- Entertainment Hotels Elevator
- Entertainment Hotels Lobby
- Entertainment Movie Theaters
- Entertainment Movie Theaters Lobby
- Entertainment Qsr
- Entertainment Recreational
- Entertainment Recreational Concert Venues
- Entertainment Recreational Museums Galleries
- Entertainment Recreational Theme Parks

**Excluded (3)** Include all

- Entertainment Movie Theaters Food Court
- Office Buildings Office Buildings
- Outdoor Billboards

## Select your deals

Use our pre-negotiated evergreen PMPs or use your own.



The screenshot displays a user interface for selecting advertising deals. On the left, a sidebar contains several filter categories: GEOGRAPHIES (San Francisco-Oakland-Hayward, CA Met...), VENUE TYPES (52 Venue Types), SCREEN TYPES (107 Screen Types), POINTS OF INTEREST, DAYPARTING (Tue: 4 AM-7 AM, Wed: 8 AM-9 AM), and PUBLISHERS (76 Publishers). A 'FIND DEALS' button is highlighted in blue. Below the filters is a 'PLAN OVERVIEW' section showing 648 Screens, \$3.00 Estimated CPM, and 100,000,000 Estimated Impressions. On the right, the 'Find Deals' panel is active, showing a 'Done' button and a 'Filter deals' section with 'My Deals' and 'Public Deals' tabs. A list of deals is displayed, each with a checkbox, name, CPM, and ID:

- Adams Outdoor - AdQuick - Always On Deal \$5 CPM  
Adams Outdoor ID: MTBSPA70SQ
- Adams Outdoor - Always On Deal \$5 CPM  
Adams Outdoor ID: 4M0LIDFZ1G
- Adomni Private Deal - VenueX Media \$5 CPM  
Venue X Media ID: NWOJ73PB3
- AdQuick\_4.50\_Always-on Lightbox \$4.5 CPM  
ID: FQ2K4PMNO7
- AdQuick\_6.00\_Always-on Lightbox \$6 CPM  
ID: LIGDKSCNO4
- AdQuick\_8.00\_Always-on Lightbox \$8 CPM  
ID: 3Q1FDSW2RP
- Adquick Deal Bulletin Displays \$3.5 CPM  
ID: 1I72EH8UL

# Add audiences

AdQuick  
Demo Campaign

Build Plan > Upload Creative > Summary > Results

Not launched [Launch](#)

**TIMING AND BUDGET**

**GEOGRAPHIES**

- Boston-Cambridge-Newton, MA-NH Metro Area
- Los Angeles-Long Beach-Anaheim, CA Metro Area
- San Francisco-Oakland-Hayward, CA Metro Area
- 02110 - Boston, MA
- Boston, Massachusetts

**VENUE TYPES**

77 Venue Types

**RESOLUTIONS**

1299 Resolutions

**POINTS OF INTEREST**

**DAYPARTING**

**AUDIENCES**

- Work from Home: 0
- Luxury Traveler: 31
- Cosmetic Store Shopper: 86
- Local Mass Transit Commuter: 17

**PUBLISHERS**

75 Publishers

**Audiences** [Done](#)

Search audiences

- Purchasing >
- Lifestyle >
- Holidays >
- Political >
- Entertainment >
- Health and Wellness >
- Travel >
- Interest >
- Dining >
- Shopping >
- Life Stages >
- Home >
- Commute >
- Sports >
- Beauty and Grooming >
- Grocery >
- Automotive >
- Personal Finance >

**Configure Audiences**

- Local Mass Transit Commuter** Index 57  
0 — [Slider] — Avg. — 200+
- Work from Home** Index 0  
0 — [Slider] — Avg. — 200+
- Luxury Traveler** Index 31  
0 — [Slider] — Avg. — 200+
- Cosmetic Store Shopper** Index 86  
0 — [Slider] — Avg. — 200+

Map showing audience distribution across North America, including labels for cities like New York, Toronto, Chicago, and others. The map also shows the Gulf of Mexico, Caribbean Sea, and Sargasso Sea.

© Mapbox © OpenStreetMap Im [map](#)



# Once added, drag the slider to filter by audience index

AdQuick  
Demo Campaign

Build Plan > Upload Creative > Summary > Results

Not launched [Launch](#)

**Audiences** [Done](#)

Search audiences

**Configure Audiences**

- Local Mass Transit Commuter** Index 163
- Work from Home** Index 0
- Luxury Traveler** Index 31
- Cosmetic Store Shopper** Index 86

**Left Sidebar:**

- TIMING AND BUDGET
- GEOGRAPHIES
  - Boston-Cambridge-Newton, MA-NH Metro Area
  - Los Angeles-Long Beach-Anaheim, CA Metro Area
  - San Francisco-Oakland-Hayward, CA Metro Area
  - 02110 - Boston, MA
  - Boston, Massachusetts
- VENUE TYPES
  - 77 Venue Types
- RESOLUTIONS
  - 1299 Resolutions
- POINTS OF INTEREST
- DAYPARTING
- AUDIENCES**
  - Work from Home: 0
  - Luxury Traveler: 31
  - Cosmetic Store Shopper: 86
  - Local Mass Transit Commuter: 163
- PUBLISHERS

**Map:** United States, Gulf of Mexico, Caribbean Sea, Sargasso Sea. Major cities labeled include Winnipeg, Saint Paul, Madison, Chicago, Detroit, Toronto, Ottawa, Quebec, New York, Dallas, Houston, Jacksonville, Havana, Cuba, Guatemala, Belize, Jamaica, Haiti, Puerto Rico, Guadeloupe, and Martinique.

# Select your day-parting options

AdQuick Demo [🔗](#)

[Build Plan](#) > [Upload Creative](#) > [Review](#) [Export Plan](#)

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Category

Total budget **\$10,000.00**  
Max CPM **\$10.00**

**GEOGRAPHIES**

Los Angeles, CA

**VENUE TYPES**

74 Venue Types

**POINTS OF INTEREST**

**DAYPARTING**

Mon: 2 AM-12 PM  
Wed: 12 AM-2 PM  
Fri: 2 PM-7 PM

**PUBLISHERS**

**PLAN OVERVIEW**

909 Screens

[Continue](#)

**Dayparting** [Done](#)

Select All Clear All

	SUN	MON	TUE	WED	THU	FRI	SAT
12 AM							
1 AM							
2 AM		■					
3 AM		■					
4 AM		■					
5 AM		■					
6 AM		■					
7 AM		■					
8 AM		■					
9 AM		■		■			
10 AM		■		■			
11 AM		■					
12 PM				■			
1 PM						■	
2 PM						■	
3 PM						■	
4 PM						■	
5 PM						■	
6 PM						■	
7 PM							
8 PM							
9 PM							
10 PM							
11 PM							



# Upload your creative assets




Demo Campaign

✓ Build Plan > Upload Creative > Review

Export Plan

## Upload Creative

Please upload artwork for the following screen sizes:

Resolution (W x H)	Thumbnail	Publisher	Status	Screen count
1920 x 1080 px				237
1366 x 768 px				53
1080 x 1920 px				13

All files should be \*.jpg or \*.png format and use RGB color space.

Drag & drop files or [click to upload](#)



# Review your plan, then launch or save as draft

## Review & Launch Changes

[Revert Changes](#) [Edit Plan](#) [Launch Changes](#)

**PLAN (V1) - CURRENT**

Dates **Nov 14, 2019 - Dec 16, 2019**  
Budget **\$10,000.00**  
CPM Range **\$2.00 - \$10.00**  
Pacing **Even**

**UNLAUNCHED CHANGES (V2)**

Dates **Nov 14, 2019 - Dec 16, 2019**  
Budget **\$10,000.00**  
CPM Range **\$2.00 - \$10.00**  
Pacing **ASAP**

---

## Plan Summary

[Atoms Masks \(v2\) - unsaved](#) [Export](#)

[Overview](#)

**Advertiser**  
Atoms Masks

**Dates**  
Nov 14, 2019 - Dec 16, 2019

**Budget**  
\$5,000.00

**CPM Range**  
\$2.00 - \$10.00

<b>Units</b> 1,500	<b>Venue Types</b> 54
<b>Pacing</b> ASAP	<b>Impressions</b> 5,394,559,999

**Dayparting** [View](#)

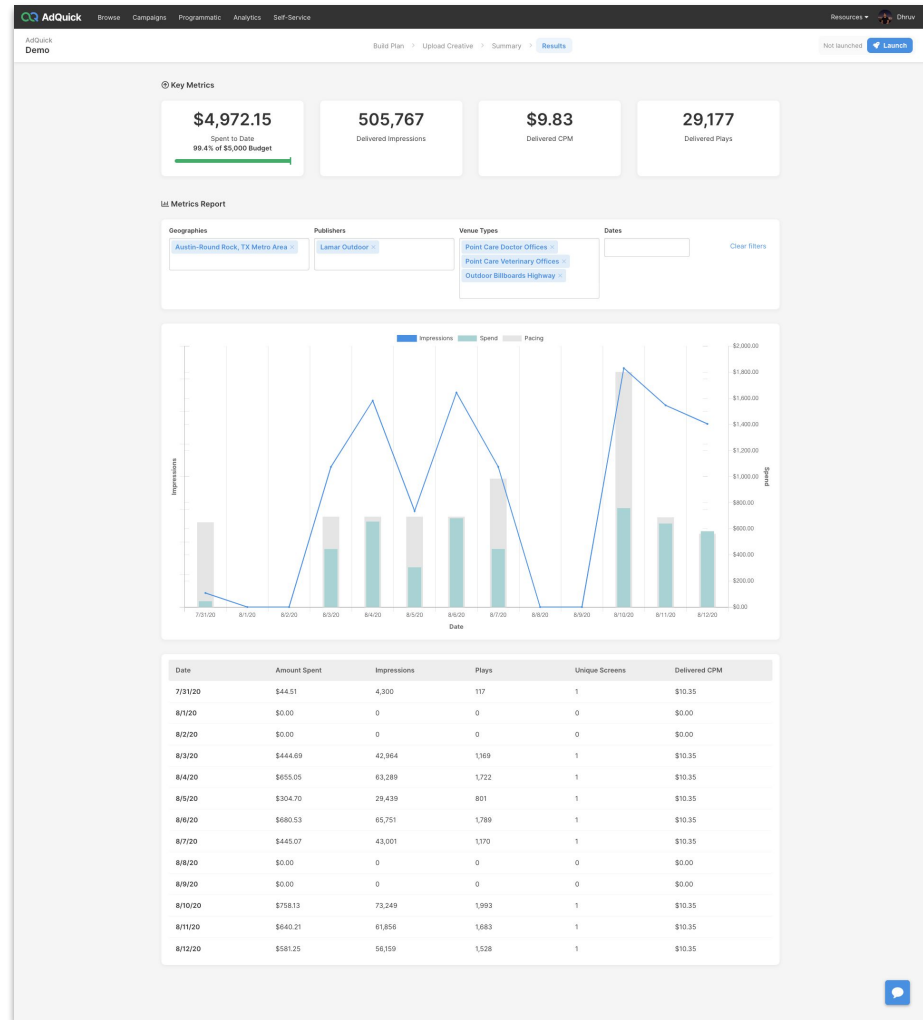
A map of the United States with several purple circular markers indicating advertising spots. The markers are numbered: 26, 25, 7, 9, 43, 102, 25, 50, 70, 5, 8, 37, 42, 124, and 8. The map also shows the labels 'United States' and 'Mexico'.

---

[Creative Gallery](#) All creatives approved

# View your results

Track impressions, spend, & pacing



# Review your plan, then launch or save as draft

## Review & Launch Changes

[Revert Changes](#) [Edit Plan](#) [Launch Changes](#)

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<b>Pacing</b> ASAP	<b>Impressions</b> 5,394,559,999

**Dayparting** [View](#)

United States  
Mexico

---

[Creative Gallery](#) All creatives approved



# Manage advertisers, plans and users using an admin dashboard

The screenshot shows the 'Manage Advertisers' page for Nike. The left sidebar contains navigation links for 'Manage Advertisers', 'Manage Plans', 'Manage Users', and 'Billing'. The main content area is titled 'Nike' and includes an 'EDIT ADVERTISER' form with a 'Name' field containing 'Nike' and a 'Programmatic Fee' field set to '5%'. A 'Save Changes' button is located below the form. A tooltip is displayed over the 'Programmatic Fee' field, containing the following text: 'The percentage fee you'd like to charge the advertiser. It will be applied as a markup to CPM. The advertiser will not see this fee broken out. You can override this default fee on any plan through admin.' Below the form is a table for 'ADVERTISER USERS' with a 'New User' button. The table has columns for Name, Email, Last login, and Actions. It lists two users: Vic Ramon (vic@adquick.com, 7 days ago) and Lucas Galego (lucas@adquick.com, never). At the bottom, there is a 'PLANS' section with a 'View more details on plans list' link and a 'New Plan' button. It contains a table with columns for Name, Status, Budget, Dates, and Actions, listing two plans: LA 2021 (ACTIVE, \$50,000, 12/1/20 - 12/25/20) and SF 2020 (PAUSED, \$25,000, TBD).

The screenshot shows the 'Manage Users' page. The left sidebar contains navigation links for 'Manage Advertisers', 'Manage Plans', 'Manage Users', and 'Billing'. The main content area is titled 'Manage Users' and includes a search bar. Below the search bar is a 'New Admin User' button. A table for 'ADMIN USERS' has columns for Name, Email, Last login, and Actions. It lists two users: Vic Ramon (vic@adquick.com, 7 days ago) and Lucas Galego (lucas@adquick.com, never). Below the table is a pagination control showing '+ Previous 1 2 3 Next +'. At the bottom, there is a 'New Advertiser User' button. A table for 'ADVERTISER USERS' has columns for Name, Email, Advertiser, Last login, and Actions. It lists two users: Vic Ramon (vic@adquick.com, Nike, 7 days ago) and Lucas Galego (lucas@adquick.com, Adidas, never). Below the table is a pagination control showing '+ Previous 1 2 3 Next +'. The AdQuick logo is visible in the bottom right corner.

# Keep track of all your plans in one place

AdQuick Browse Campaigns Programmatic Analytics Self-Service Resources Dhruv

Drafts Active Paused Completed Archived + New Plan

### 🔗 Ready to Launch

Plan Name	Status	Dates	Budget
Demo	1 Approved • 0 Rejected • 0 Pending. <a href="#">Review Plan</a>	9/1/20 – 9/23/20 (23 days)	\$5,000
Demo 2	2 Approved • 0 Rejected • 0 Pending. <a href="#">Review Plan</a>	5/28/20 – 6/10/20 (14 days)	\$500

### 📄 Awaiting Creative Approval

Plan Name	Status	Dates	Budget
Test Campaign	0 approved • 0 rejected • 1 pending. <a href="#">View Status</a>	8/26/20 – 8/28/20 (3 days)	\$50
AdQuick Programmatic	0 approved • 0 rejected • 1 pending. <a href="#">View Status</a>	6/22/20 – 6/23/20 (2 days)	\$50
Dream Defenders	0 approved • 1 rejected • 0 pending. <a href="#">View Status</a>	6/29/20 – 7/3/20 (5 days)	\$10,000
Client Campaigns	0 approved • 1 rejected • 0 pending. <a href="#">View Status</a>	6/29/20 – 7/3/20 (5 days)	\$1,500
BLM	0 approved • 1 rejected • 0 pending. <a href="#">View Status</a>	6/19/20 – 6/22/20 (4 days)	\$2,500

### 🔗 Planning

Plan Name	Status	Dates	Budget
AdQuick Demo	Plan incomplete. <a href="#">Edit plan</a>	TBD	TBD





# **AdQuick Analytics**

# Primary Analytics

## Lift Studies

### Survey Lift Studies

Lift study to measure change in brand awareness, recall, and consideration.

### Online Lift Studies

Lift study to measure incremental leads or sales from your OOH campaign.

### Foot Traffic Lift Studies

Lift study to measure incremental foot traffic from your OOH campaign.

## Attribution Reporting

### Online Attribution Reporting

Attribute your OOH campaign exposures to web and mobile conversion events.

### In-store Attribution Reporting

Attribute your OOH campaign exposures to brick-and-mortar conversion events.



# Secondary Analytics

## Web Metrics

### Google Analytics

Track actions on your website by zip code and compare traffic before, during, and after your outdoor campaign.

### Segment Integration

Track actions on your website by latitude and longitude and compare traffic before, during, and after your outdoor campaign.

## Direct Response

### Direct Response SMS

We have an integration with a short-code SMS provider that allows you to setup a direct response SMS campaign.

### Direct Response QR Codes

We have an integration with a short-code SMS provider that allows you to setup a direct response SMS campaign.

## Halo effects

### Google AdWords

Measure geo-located lift in clickthrough rate and conversion rate to determine if OOH ads improved the performance of your digital ads.

### Facebook Ads Performance

Measure geo-located lift in clickthrough rate and conversion rate to determine if OOH ads improved the performance of your digital ads.

### Instagram Ads Performance

Measure geo-located lift in clickthrough rate and conversion rate to determine if OOH ads improved the performance of your digital ads.

## Social Shares

### Twitter Shares & Hashtag Activity

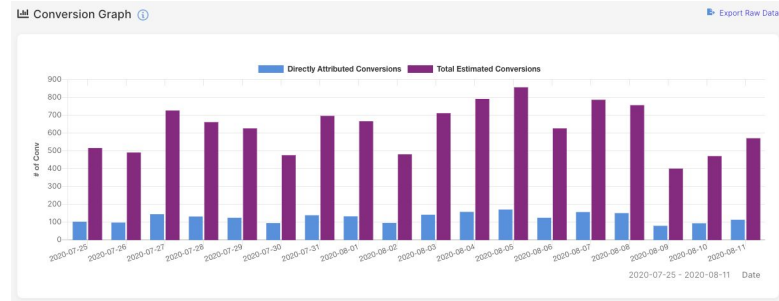
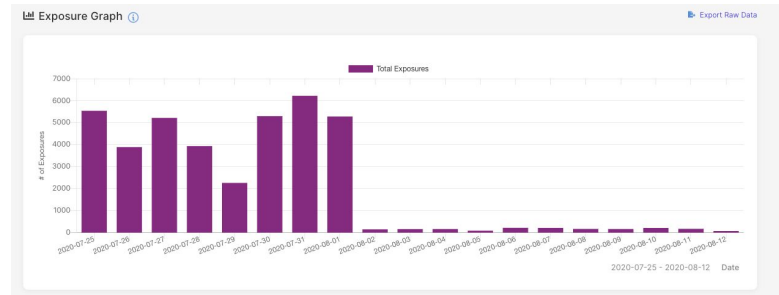
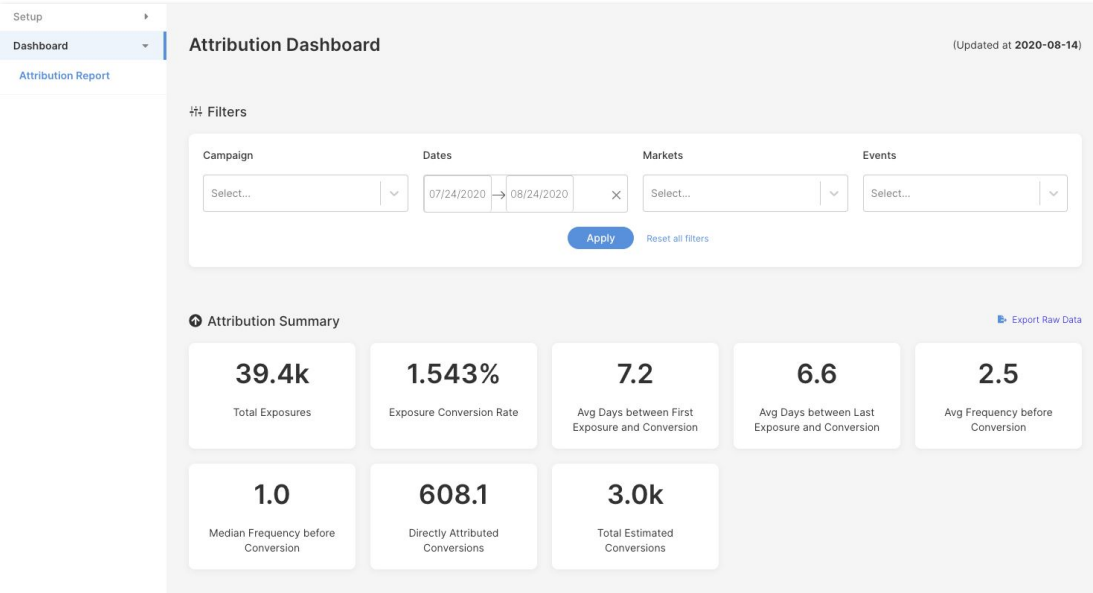
We analyze lift in hashtag usage across pre-determined hashtags.

### Instagram Shares & Hashtag Activity

We use image recognition to analyze how often your creatives have been shared on Instagram.

# Attribution Dashboard

Attribute exposures to web, mobile, and brick-and-mortar conversion events.



# Explore conversion data

## Top Converting Ad Units [Export Raw Data](#)

Ad Un...	Exposures	Directly Attributed Convs	Convs Rate
Central...	847	28.0	3.31%
I-35 N ...	174	26.9	15.49%
SH-36...	421	25.3	6.01%
Spring ...	334	20.0	5.99%
	290	18.2	6.26%

## Top Converting Media Types [Export Raw Data](#)

Media...	Exposures	Directly Attributed Convs	Convs Rate
Billboard	39400	608.1	1.54%

## Top Converting Screen Types [Export Raw Data](#)

Scree...	Exposures	Directly Attributed Convs	Convs Rate
Static	38061	604.1	1.59%
Digital	1339	4.0	0.30%

## Top Converting Vendors [Export Raw Data](#)

Vendor	Exposures	Directly Attributed Convs	Convs Rate
Clear C...	25392	355.2	1.40%
Lamar	2795	64.0	2.29%
Media ...	2471	63.3	2.56%
Outfront	3638	48.3	1.33%
Digital ...	334	20.0	5.99%

## Top Converting Screen Sizes [Export Raw Data](#)

Scree...	Exposures	Directly Attributed Convs	Convs Rate
14' x 48'	29088	449.8	1.55%
12' 3" x...	4537	40.2	0.89%
10' x 30'	1898	36.7	1.93%
10' 6" x...	334	20.0	5.99%
12' x 40'	779	17.7	2.28%

# Multi-channel Media Activations

Seamlessly retarget exposed devices on other channels:



**Mobile display**



**Direct Mail**



**Desktop display**



**Online Video**



**Social**



**Connected TV**



**Email**



**Streaming Audio**