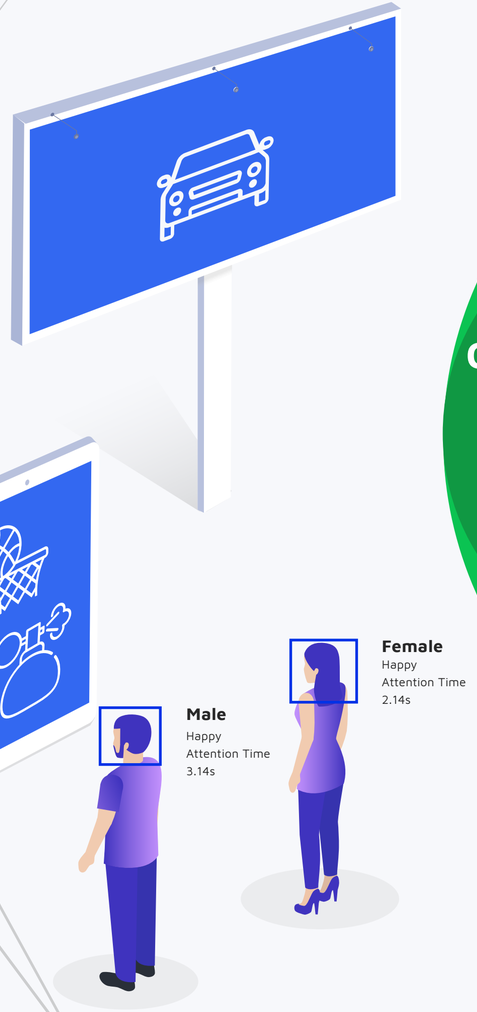
“Truth Metrics” - A Guide for Brands Buying OOH Media



GROUND TRUTH ZONE

AI-powered real-time anonymous audience analytics.

ACCURACY ZONE

Proof-of-play data unlocks exponential revenue growth.

Brands are demanding ROI transparency.

Technology is now highly scalable.

Actual impressions are much higher than antiquated measurement systems.

DATA ASSUMPTION ZONE

Only provides opportunity to see estimations, not actual audience engagement with the content.

Utilizing data sampling to extrapolate rounded estimated results.

Inability to serve ads dynamically based on real-time results.

Expensive with no data ownership.

Limiting mobile location data.

INACCURATE DATA ZONE

Created by legacy status-quo organizations. Fear of truth metrics.

One-time type surveys based on highly innacurate data sources.

All formula-based results, void of any real-time data.

Total inability to capture real results, exuding the highest degree of erroneous impression data.

Faulty historical data.

AD Mobilize