How does Proof of Performance get the
OOH ASSET EFFECTIVENESS

Proof of Performance Data services can help you track and measure the effectiveness of the Out-of-Home Billboards etc,

1 VISIBILITY INDEX

The physical attributes of the site are studied, and parameters like angle to traffic, clutter, visibility duration, distance, location, size etc are used to give a rating, using a proprietary algorithm

2 TRAFFIC COUNTS & CLASSIFICATION

Videos are recorded and traffic is counted using a software. It also classifies into type of vehicle, which gives a sense of the audience profile

3 CATEGORY AFFINITY & SUITABILITY AS PER ALGO

The demographic profile of the area is studied alongwith driving patterns, points of interest, historical trends and category scores. The software uses the data to assess the suitability of the location for the client's brand

4 SIMULATION AND CPM CALCULATIONS

The software uses various data analytics methods to simulate and see if the said asset scores and gets selected in mock plans with given parameters and CPM (Cost per thousand views) values. The system could also tell you what should be a target price for the eyeballs you will get at that spot !

GIVE YOUR BRAND THE VISIBILITY IT DESERVES

You have worked hard to build your brand, lets make sure nobody compromises it !