

# UNDERSTANDING OUR AUDIENCES

As our audience return to the streets, we have worked hard to make sure that we understand current behaviour and predict anticipated growth, ensuring you can feel confident when booking OOH.



## ROBUST LIVE AUDIENCE MEASUREMENT

With our partners **Location Sciences** and **X-Mode**, we have developed a **Mobile Audience Tracker** using a sample of **2 million** GDPR compliant smartphone users around the UK, to help **understand the audiences** as we emerge from lockdown.



## YOU ONLY PAY FOR THE AUDIENCE YOU REACH

Post-campaign the **estimated** and **actual audience delivery** will be compared, ensuring you only pay for the eyeballs that saw your campaign. Any shortfall in impressions can be used at a later date.



## GEO-FENCED ENVIRONMENTS

We have **geo-fenced** all our **environments** to **accurately measure** audiences.



## WEEKLY UPDATES

We will be updating our **Back to Business Hub** with weekly updates on **audience** numbers by environment as well as **forecasts**.



## ALL IMPRESSIONS UNDERPINNED BY ROUTE

**Mobile data** will be applied to the **Route numbers (R34)** of all the frames within the environment.



## UNDERSTANDING THE MOOD OF THE NATION

In addition to understanding where audiences are, we have commissioned a **weekly sentiment tracker** to **understand** what people are **thinking, feeling and doing**. These updates can be found on our **Back to Business Hub**.



## ACCURATE PREDICTIONS

Our **mobile data**, combined with information on lockdown relaxation guidelines means we can **estimate audience numbers** in the future.



## LATEST INTELLIGENCE

Using our **wealth of audience** and **sentiment data**, we are able to provide **weekly updates** on **audience hotspots** and **insight** into this audience. These can be found on the **Back to Business Hub**.

**FOR THE LATEST AUDIENCE DATA, VISIT OUR  
BACK TO BUSINESS HUB**