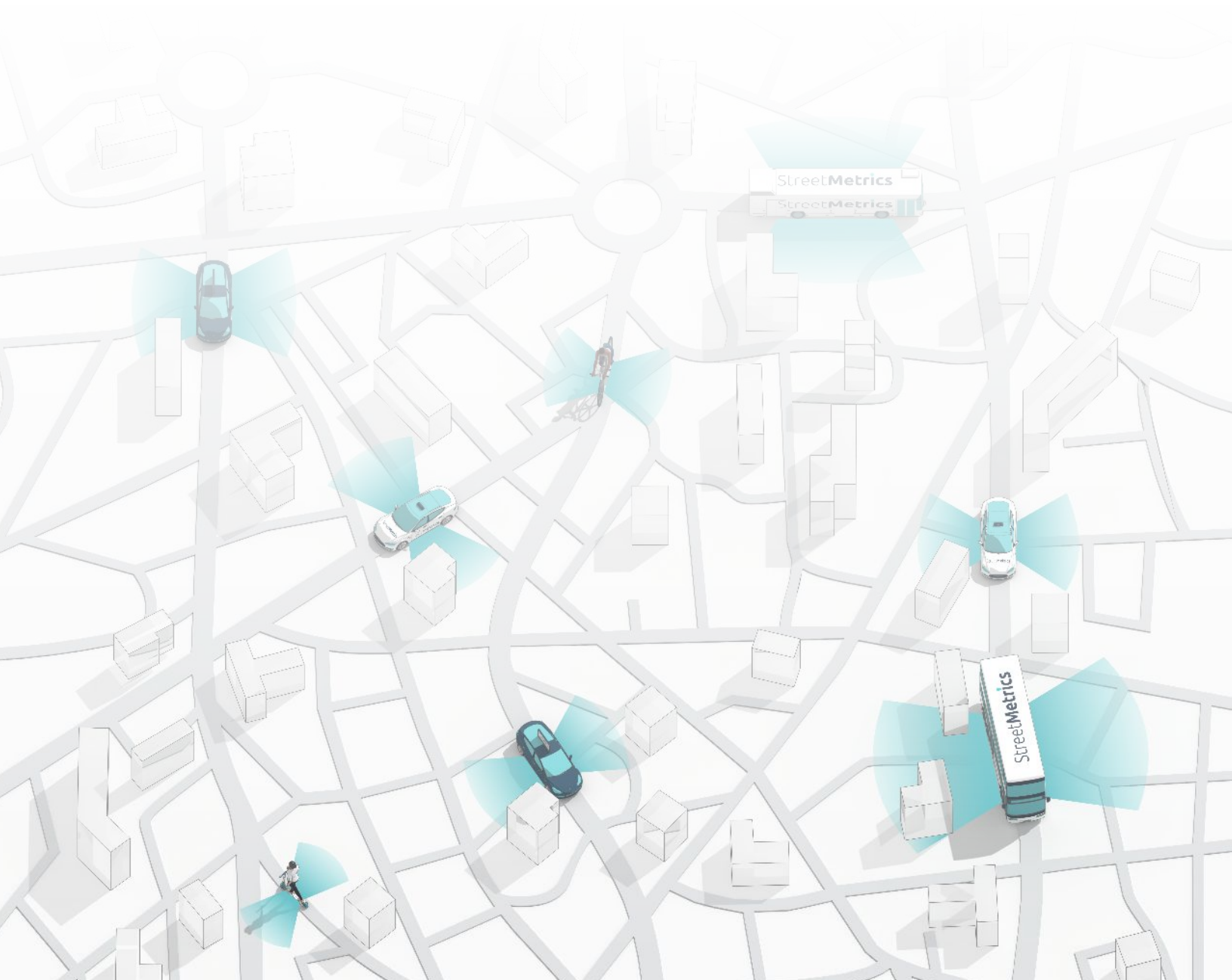


GPS Integration Overview

Integrating your vehicle GPS system with StreetMetrics

For Static Ads



GPS Integration for static ads

How to setup your vehicle GPS system with StreetMetrics

1

Identify your GPS Provider

- a. General Transit Feed Specification - aka GTFS (used by most Transit Authorities)
- b. Third-party GPS Provider
 - i. For a seamless third-party integration, we recommend using one of the following preferred providers: **OneStep, CalAmp, Samsara, or BrickHouse Security**
 - ii. If your business utilizes a non-preferred GPS provider, please note that this may lead to integration delays and unforeseeable issues following integration.
- c. First-party GPS solution (e.g. Owned mobile app or GPS device)

2

Identify all of the Mandatory Columns to be included in your integration

- Mandatory columns:
"vehicle_id" | "timestamp" | "location" | "speed"

3

Choose the best integration for your business, StreetMetrics offers three options:

API Integration (Pull): *Required for GTFS Integration* (Most Popular)

For an API PULL Integration, StreetMetrics will retrieve, or "pull", the GPS data from the GPS Provider or other API feed. Please email us the following:

- a. Documentation for the API that details how the data should be pulled
- b. The format of the data (if not provided in the API documentation)
- c. Any necessary credentials to access the API (API Keys, token, etc.)

API Integration (Push)

For an API PUSH Integrations, StreetMetrics will receive GPS data that the client "pushes" to the StreetMetrics API ingestion endpoint. The endpoint accepts POST and PUT requests, and follows the endpoint schema of: <https://hermes.streetmetrics.io/ingest/IDENTIFIER>. Please email the following:

- a. A JSON object that shows the format of the data we will receive
- b. Payload Frequency (seconds) - how frequently the data will be delivered (e.g. 5, 10, 15, 30 seconds)

AWS S3 Integration (Push)

For the AWS S3 Integration, StreetMetrics will receive GPS data that the client "pushes" to the StreetMetrics AWS S3 bucket at a regular cadence. Please email us the following:

- a. The file format we should expect (e.g. CSV, JSON, etc.)
- b. The schema of the file being submitted (e.g. columns, properties, etc.)
- c. Payload Frequency (seconds) - how frequently the data will be delivered (e.g. 5, 10, 15, 30 seconds)

4

Email StreetMetrics

Please email the name of your GPS provider and the information listed above for your chosen integration type to technology@streetmetrics.io

5

StreetMetrics completes the integration

Once steps 1-4 have been completed, StreetMetrics will execute the integration.

Helpful Tips



Here's an email template you can send to your GPS Provider to request API access

Hi *[insert contact name]*,

We have recently started working with StreetMetrics to measure the effectiveness of ads placed on your vehicles.

To integrate with their measurement capabilities, they've requested an API key to access your GTFS real-time data feed. More specifically, the following information is needed:

1. Documentation for the API that details how the data should be pulled
2. The format of the data (if not provided in the API documentation)
3. Any necessary credentials to access the API (API Keys, tokens, etc.)

Can you point me in the right direction to help them obtain this information? If there are any concerns sharing this information with them please let me know and I can connect you directly with the StreetMetrics team.

Thanks,

[Insert your name]





Thank you

Please reach out to your account representative with any questions

Street**Metrics**