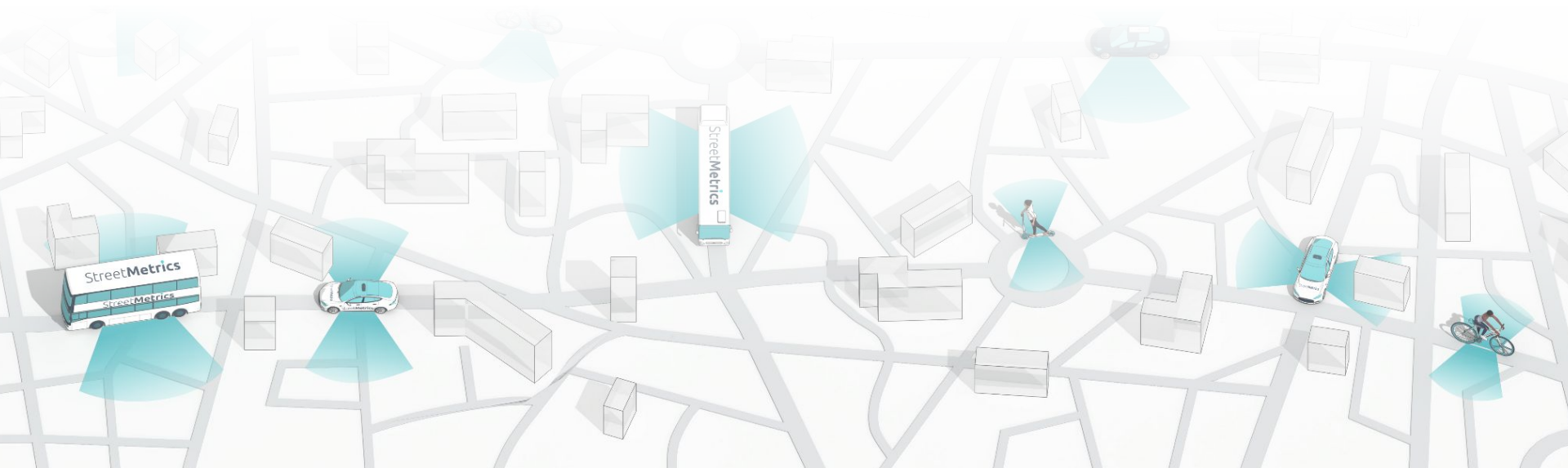


StreetMetrics

Measurement Foundations Training



Agenda

- Hello & Welcome!
- Goals of this Session
- The Value of StreetMetrics
- How Our Measurement Solution Works
- Data We Leverage
- Performance Insights
- Recap
- Q&A

Goals of this Session.



Goals for Today



Provide an
overview of
StreetMetrics
measurement



Convey the
benefits of our
measurement
offerings



Equip you with the
resources to bring
our measurement
solutions to clients

The Value of StreetMetrics Measurement.



The Problem

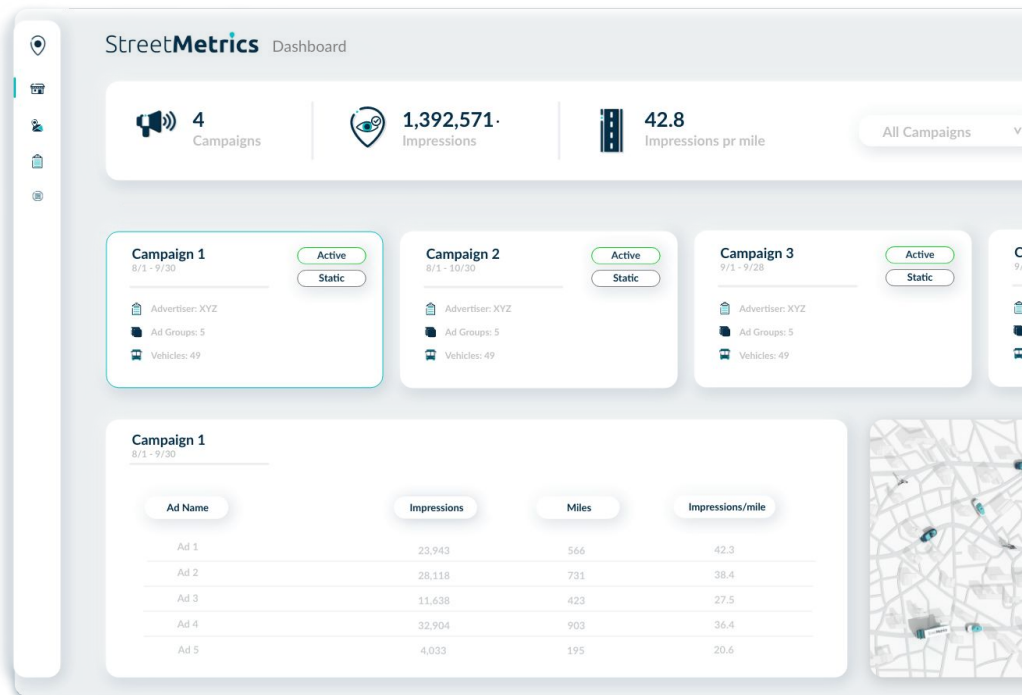
Out-of-home advertising accounts for the 4th largest media spend, yet the industry has **no independent, third-party measurement solution** to measure and verify real-time impressions for brands.



StreetMetrics Solutions Suite

StreetMetrics

We provide moving out-of-home operators with the **same planning, measurement, and attribution** capabilities as online advertising.



The Value of StreetMetrics Verification

- ✓ Independent measurement allows for **deeper trust** in reported metrics.
- ✓ Provide **measurable metrics** to better compete with online advertising.
- ✓ Leverage **daily analytics** to gauge media performance in near-real time.
- ✓ Understand who saw your ads with **demographic and affinity insights**.
- ✓ Know the **precise routes** vehicles with your ads took for better delivery accountability.



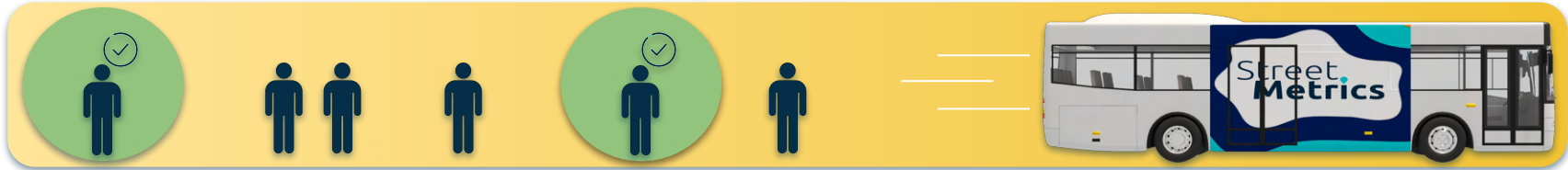
How Our
Measurement
Solution
Works.

LIVE

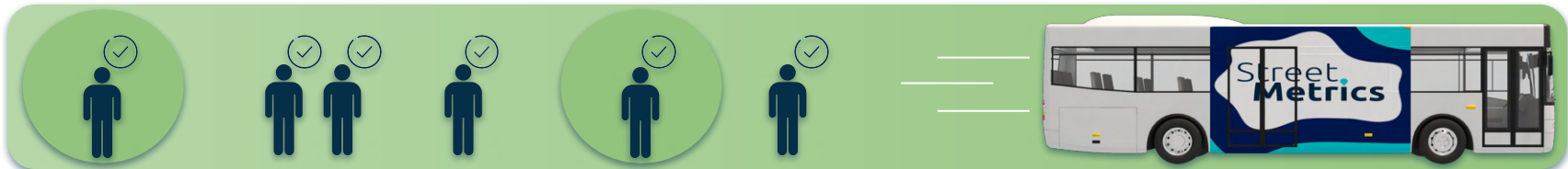
An abstract graphic on the right side of the image. It features a red rounded rectangle with the word 'LIVE' in white. Below this is a large white shape with a dark blue outline, resembling a stylized arrow or a speech bubble. A teal-colored triangle is positioned on the right side of this white shape, pointing towards the center.

StreetMetrics Vehicle Route Coverage

Traditional Coverage (*solitary 'pings' along the route*):



StreetMetrics Coverage (*interpolation of the full route*):



Dynamic Viewshed Technology

The Visibility Cone defines the viewable area within proximity of an ad

StreetMetrics Visibility Cone

- The area around a vehicle wherein a person has the highest likelihood of seeing the ad.
- The Visibility Cone is dynamically based on the following criteria:
 - Vehicle Type (Car v. Bus)
 - Ad Type (Static v. Digital)
 - Ad Size (Queen v. King)
 - Ad Placement (Driver Side v. Rear)
 - Ad Duration (Digital)

Methodology Considerations

- Likelihood to See
- Opportunity to See



Mobile Advertising ID (MAID) Matching

MAID matching analyzes several data sets to measure and contextualize exposed individuals

MAID Matching

- Through MAID Matching, we can better understand the type of individuals were exposed to your ads.
- StreetMetrics matches MAIDs by utilizing the following:
 - Customer GPS Data
 - StreetMetrics Visibility Cone
 - Geolocation Data



In Reality

MAIDs are only a sample of the overall audience

The Audience is MUCH bigger

- Devices are only a sample of the overall audience
- There are a number of factors that prevent StreetMetrics from capturing 100% of audience MAIDs:
 - User didn't agree to the app's privacy policy, terms of service, or have location services enabled
 - User didn't have a phone on them
 - App's refresh frequency didn't sync with the vehicle



Impression Modeling

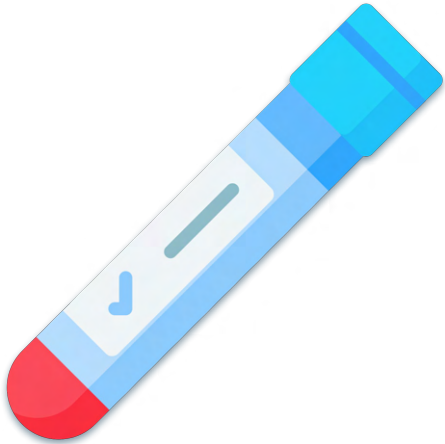
We extrapolate measureable individuals to model total impressions, reach, and frequency

Proprietary Impression Modeling

- StreetMetrics' robust impression modeling algorithm is the most advanced of its kind for vehicle-based media
- StreetMetrics combines a variety of disparate data sets to accurately measure and contextualize exposure.
 - These data sets include:
 - Customer GPS Data
 - StreetMetrics Visibility Cone
 - Geolocation Data



Impression Sampling (*cont.*)



A blood sample
accurately
represents the
entire body

Data We
Leverage.



Signals We Detect

Mobile Advertising IDs (MAIDs)

- IDFA (Apple Identifier for Advertisers)
- AAID (Google/Android Advertising ID)

Where do MAIDs come from?

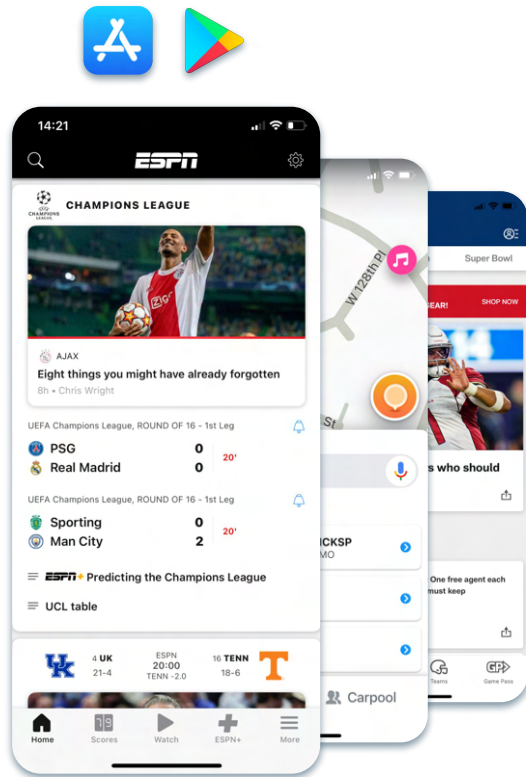
- SDK app integration - 97%
- Mobile ad exchange (RTB) - 3%

What additional information do we collect?

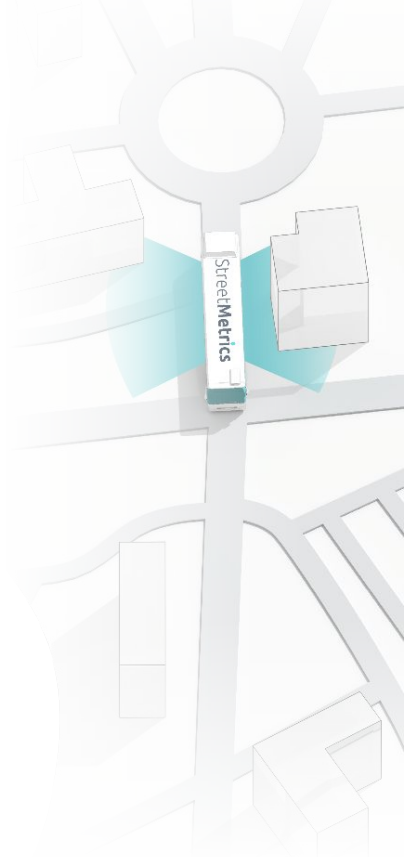
- Latitude & longitude
- Timestamp
- IP address

Privacy Compliant

- GDPR, CCPA, & NAI Compliant



StreetMetrics



Our Data Partner(s)



+ 65k additional apps

- 219 - 292 million monthly active users (USA)
- 53 - 96 million daily active users (USA)
- Up to 88 events per device per day
- 2.5 - 8.4 billion events per day



Performance Insights.



Understanding Demographic Insights

Demographics

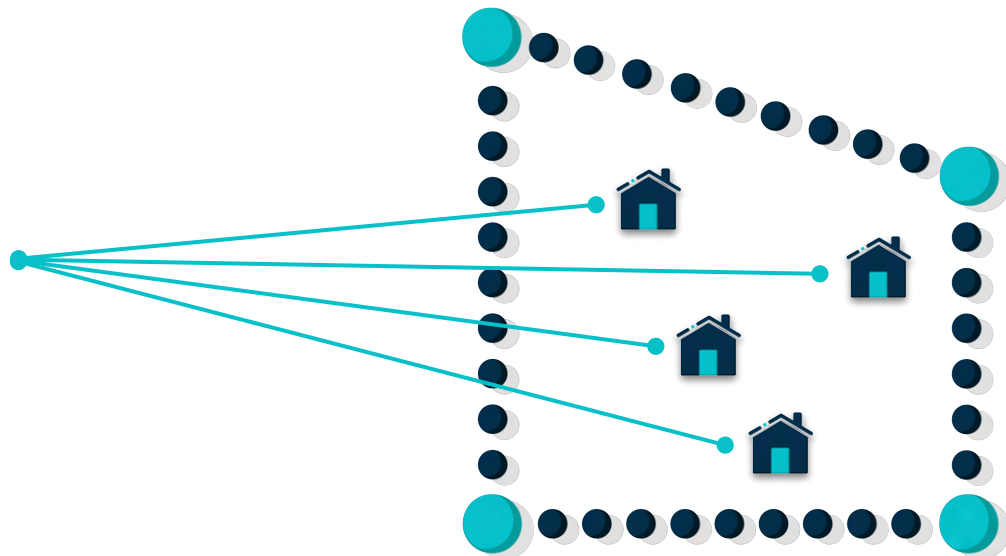


Age, Education, Income, Ethnicity

Understanding Demographics (cont.)

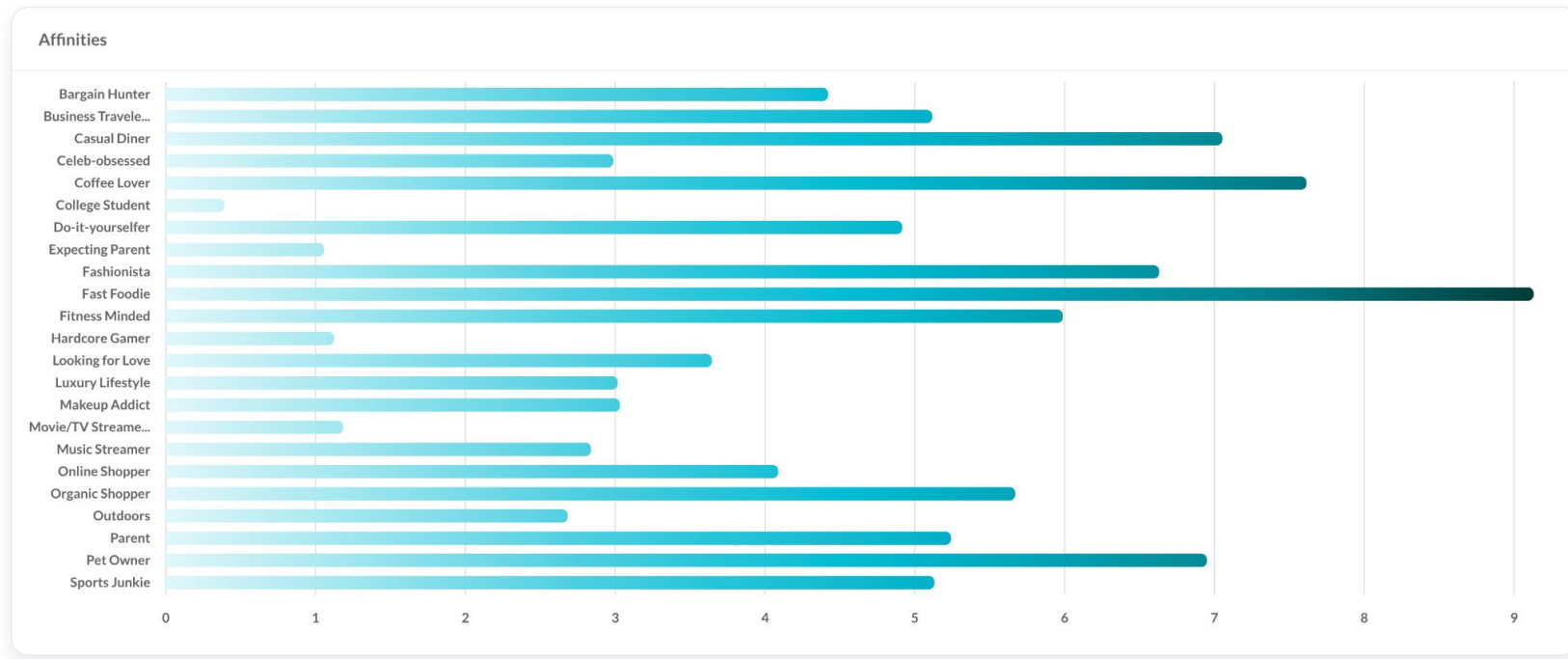


Age
Education
Income
Ethnicity



Common Evening Location at
the Census Block Level

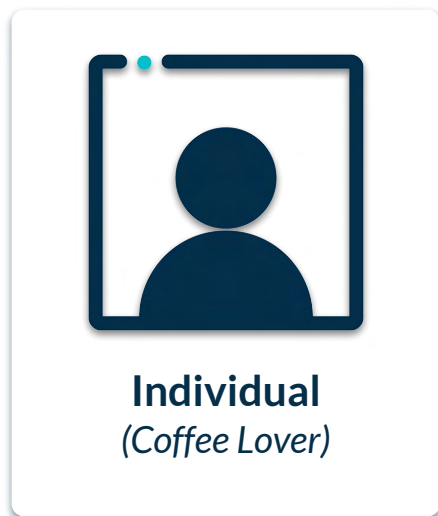
Understanding Affinity Insights



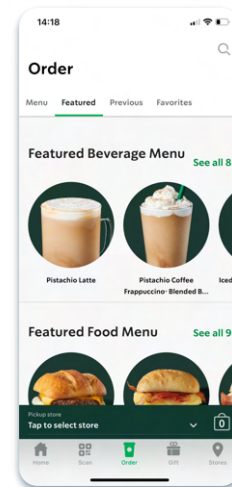
1:1 - 24 Different Affinity Groups - Updated Daily - Previous 60 Days Behavior

Understanding Affinity Insights (cont.)

StreetMetrics



Consumer Visits Store



Consumer Uses App

Recap.



Benefits of StreetMetrics Verification

- ✓ Deeper trust with independent measurement.
- ✓ Measurable performance metrics.
- ✓ Analytics surfaced daily.
- ✓ Demographic and affinity insights.
- ✓ Precise vehicle and ad route accountability.



Rapid Fire - Top Q's

- ① How does StreetMetrics Calculate Impressions?
- ① How does StreetMetrics know where a vehicle is?
- ① Where are StreetMetrics insights surfaced? Can I download them?
- ① Is StreetMetrics privacy and regulatory compliant?
- ① What solutions does StreetMetrics offer beyond measurement?





StreetMetrics

Q&A