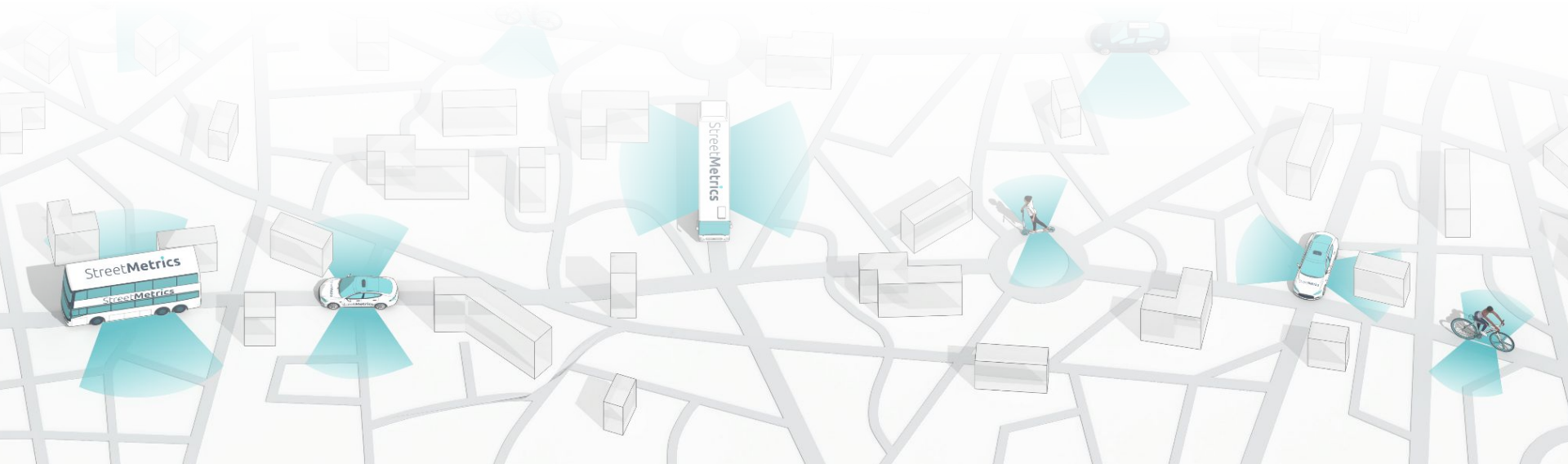


StreetMetrics

Selling the Street Training



Agenda

- StreetMetrics by the Numbers
- The Value of StreetMetrics
- Our Offerings
- Selling the Street
- Tools for Your Success
- Success Stories
- Common Questions
- Your Turn

StreetMetrics
at a Glance.



By The Numbers

StreetMetrics



40+

Markets Under
Measurement



42k+

Vehicles Under
Measurement



900M+

Global Miles
Measurement



30+

Media Operators



StreetCity

The 3D World of
StreetMetrics



Verified

Our Stamp of Accurate
Measurement

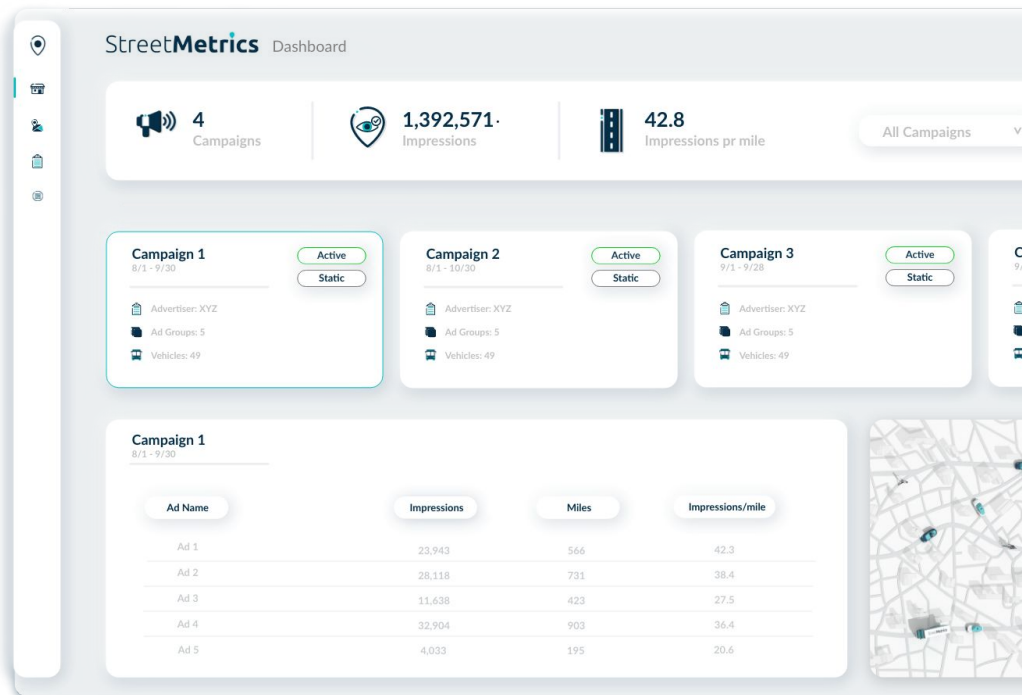
The Value of StreetMetrics.



StreetMetrics' Value-Add

StreetMetrics

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



Better Out-of-Home Media Measurement

- ✓ 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.



Our Offerings.



Measurement

We provide operators with **near real-time, actionable measurement metrics** to contextualize ad effectiveness.

Insights we surface within the dashboard:



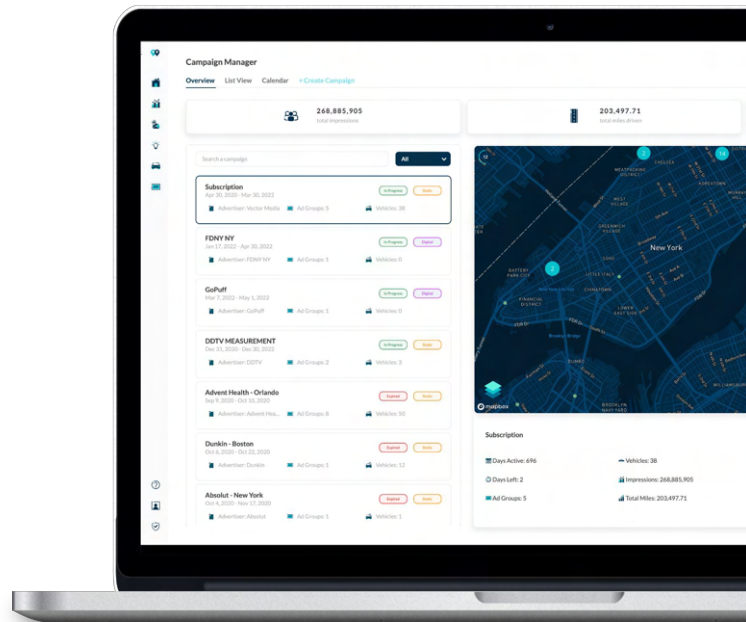
Reach
(coming soon)



Impressions



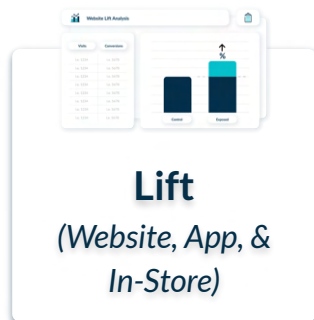
Frequency



Attribution

We provide operators with **post-campaign insights** to contextualize conversions attributable to their ads.

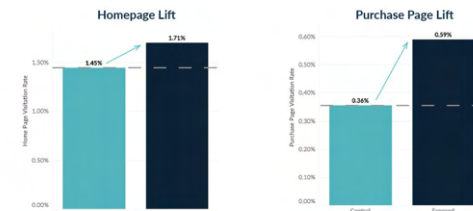
Insights we surface with post-campaign reports:



Overview of Results

Group	Total Devices	Unique Devices	Frequency	Homepage Visits	Homepage Visitation Rate	Purchase Page Visits	Purchase Page Visitation Rate	Onboard Page Visits	Onboard Page Visitation Rate
Exposed Group	38,035	8,783	4.33	150	1.71%	52	0.59%	10	0.11%
Control Group	37,642	8,987	4.19	130	1.45%	32	0.36%	12	0.13%

Insight: Positive Lift. Individuals exposed to Advertiser's ads were **66.27% more likely** to visit the Homepage, **18.06% more likely** to visit the Purchase page, but **27.78 less likely** (not stat sig) to convert than individuals unexposed to the ads.



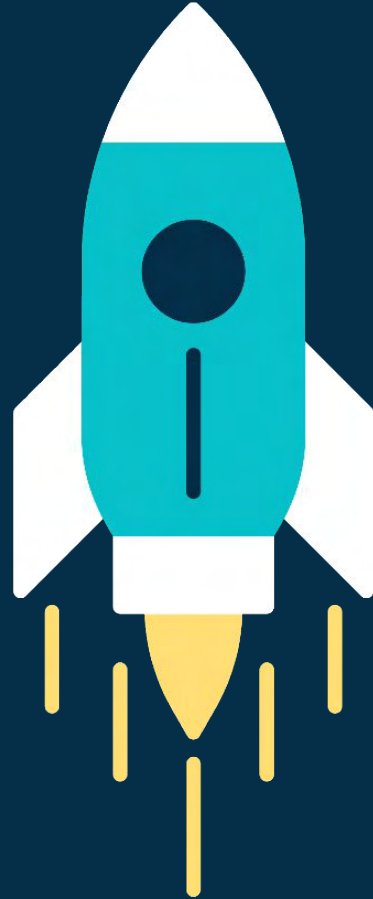
Overview by Page - Exposed Group

Page	Total Devices	Unique Devices	Frequency	Page Visits	Visitation Rate	Conversions	Conversion Rate
Homepage	38,035	8,783	4.33	150	1.71%	-	-
Purchase Page	38,035	8,783	4.33	52	0.59%	-	-
Onboard Page	38,035	8,783	4.33	10	0.11%	10	6.67%

Overview by Page - Control Group

Page	Total Devices	Unique Devices	Frequency	Page Visits	Visitation Rate	Conversions	Conversion Rate
Homepage	37,642	8,987	4.19	130	1.45%	-	-
Purchase Page	37,642	8,987	4.19	32	0.36%	-	-
Onboard Page	37,642	8,987	4.19	12	0.13%	12	9.23%

Selling the Street.



Verified by StreetMetrics

Our stamp of measurement rigor.

We take measurement seriously.
That's why we've launched Verified by
StreetMetrics, our seal that ensures
our rigorous methodology was applied
when reporting your campaign
performance.



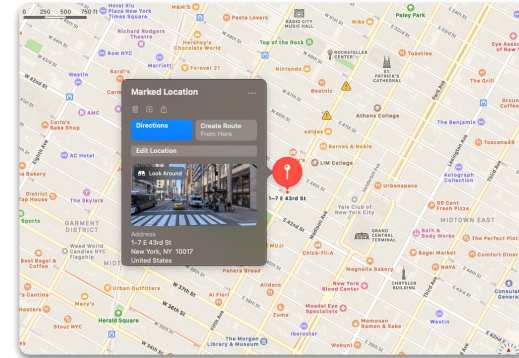
GroundTruth Study: Proven Accuracy

Within Acceptable Industry Range

StreetMetrics' population estimates of +16% of the actual population were within common acceptable industry range for out-of-home media measurement [$\pm 20\text{-}30\%$].

Greater Time = Greater Accuracy

Longer observation windows led to a more accurate population estimate, especially considering the average or median.



Advanced Visibility Cone Technology

Visibility Cone(s) =
Accurate Measurement

Our Visibility Cone technology dynamically defines the viewable area within proximity of an ad. Variables include vehicle type, ad type, ad size, ad placement, and ad duration (if digital).



Data We Use

Where Does Our Data Come From?

- Apps - 97%
- Mobile Websites - 3%

What Do We Get From Data Providers?

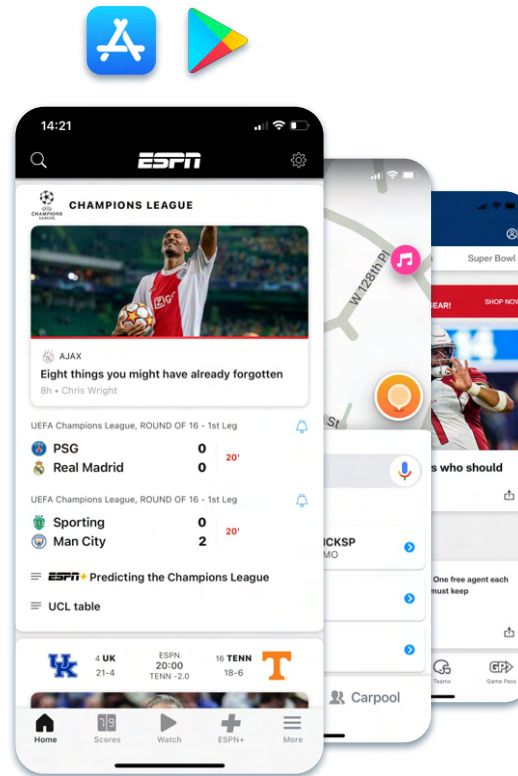
- Mobile Advertising IDs (MAIDs)
 - IDFA (Apple Identifier for Advertisers)
 - AAID (Google/Android Advertising ID)

What additional information do we collect?

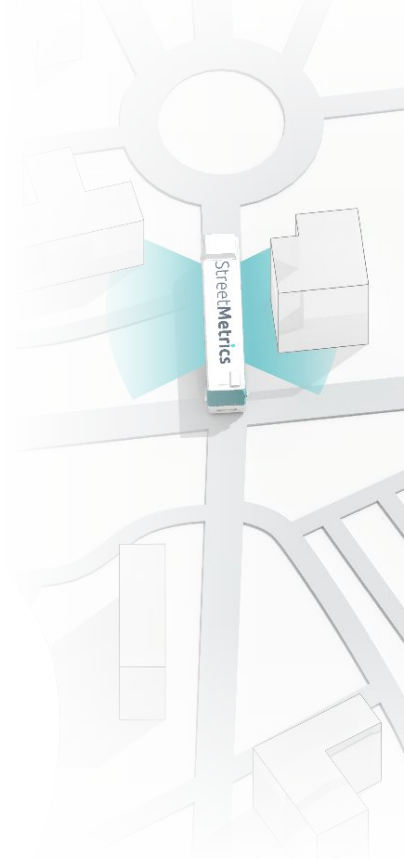
- Latitude & longitude
- Timestamp
- IP address

Privacy Compliant

- GDPR, CCPA, & NAI Compliant



StreetMetrics



Privacy

StreetMetrics

GDPR, CCPA, & NAI Compliant

StreetMetrics is committed to enhancing individual user privacy while delivering best-in-class measurement solutions to out-of-home media operators.

StreetMetrics only partners with data suppliers who ensure users' opt-outs are respected and that a device's location is never inferred or reported if the user has not given permission. By partnering with reputable companies who follow these rules, we enable our customers to analyze the data provided without infringing on the rights of any individual.



Tools for
Your Success.

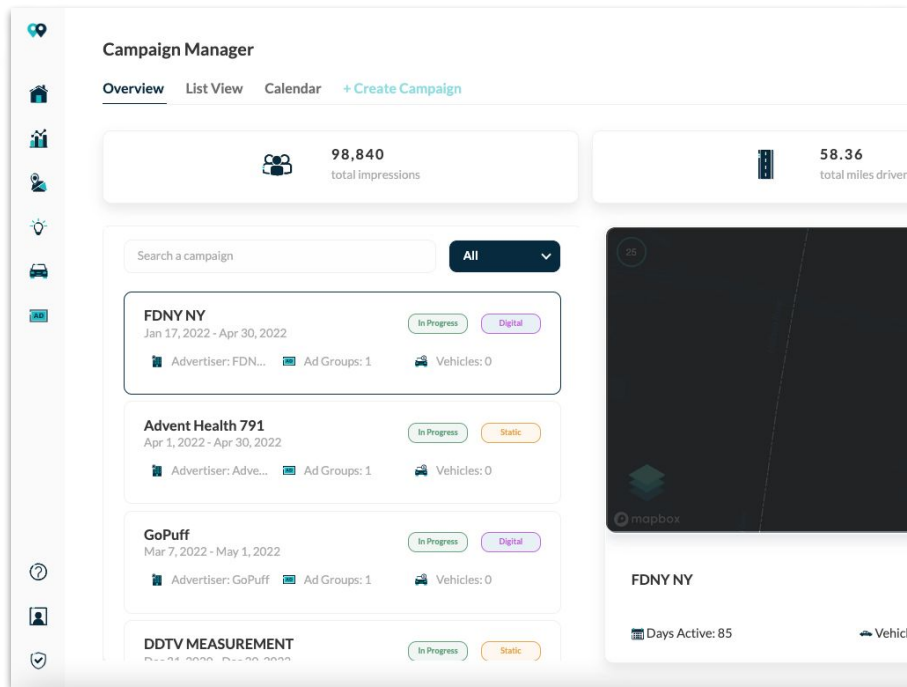


The Dashboard

StreetMetrics

Robust measurement, one simple dashboard.

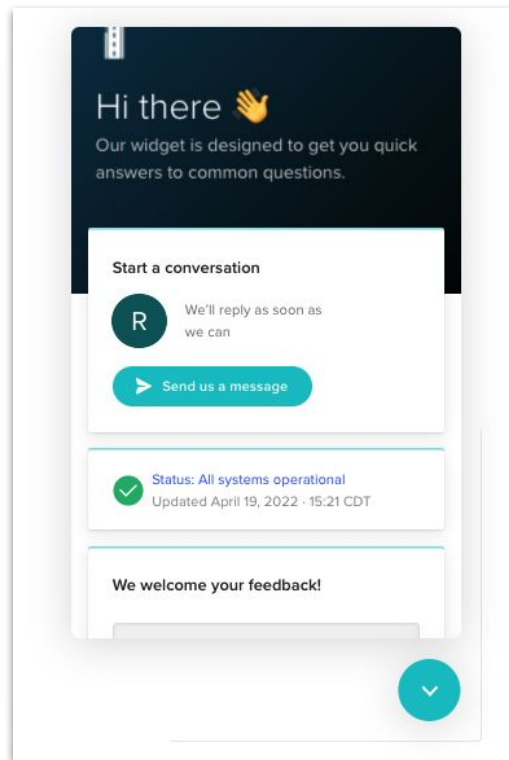
Manage all aspects of your assets and media campaigns by signing into your StreetMetrics account. From creating a campaign, to running a report, to managing your vehicles - we've built a one-stop shop for all your moving media measurement needs.



The Widget *(coming soon)*

One tool, always there to help you.

In the bottom right of the dashboard and website, you'll find our widget. Use it to search our Help Center, watch educational videos, report a platform issue, request a platform improvement, and see the dashboard status page - all from the widget!

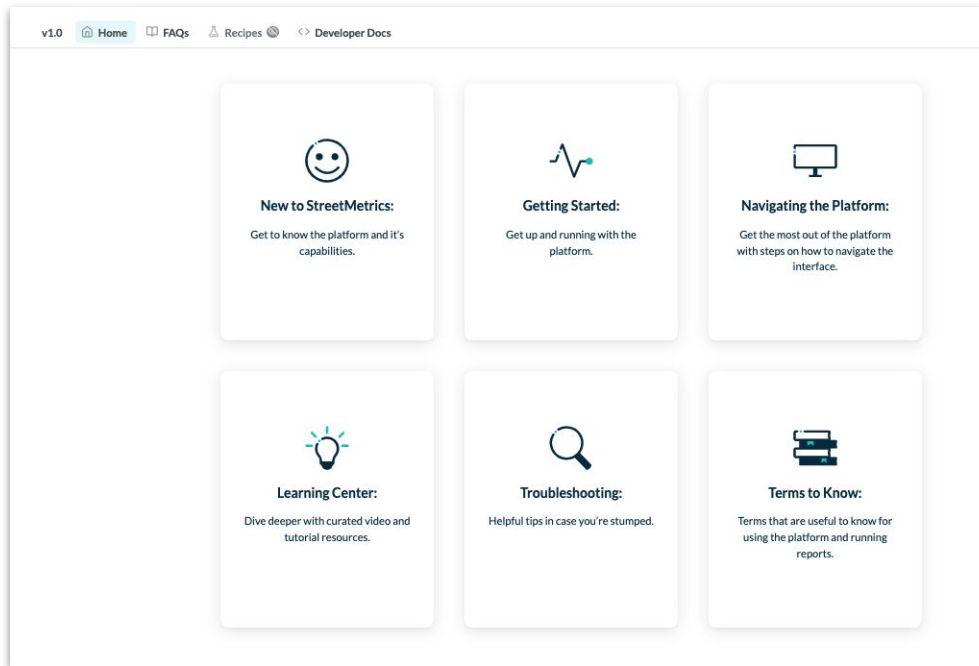


The Help Center

Answers when you need them.

Our Help Center is an easy, all-in-one resource to find answers quickly, and learn how to do more with our solutions.

Learn more with the Help Center [here](#).

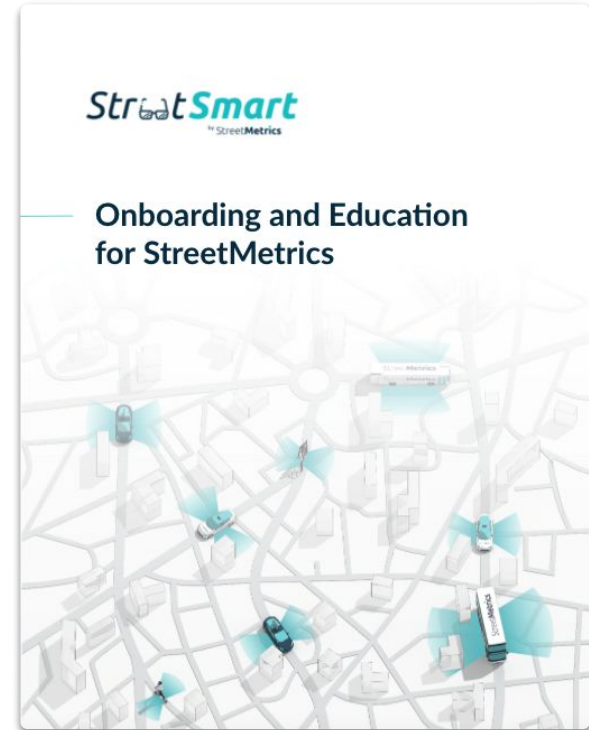


StreetSmart: Onboarding and Education

We're invested in the success of our operators.

That's why we've created StreetSmart, to ensure our partners have the resources they need to thrive.

From implementation, education, to communication, we've pulled together a full client experience program.

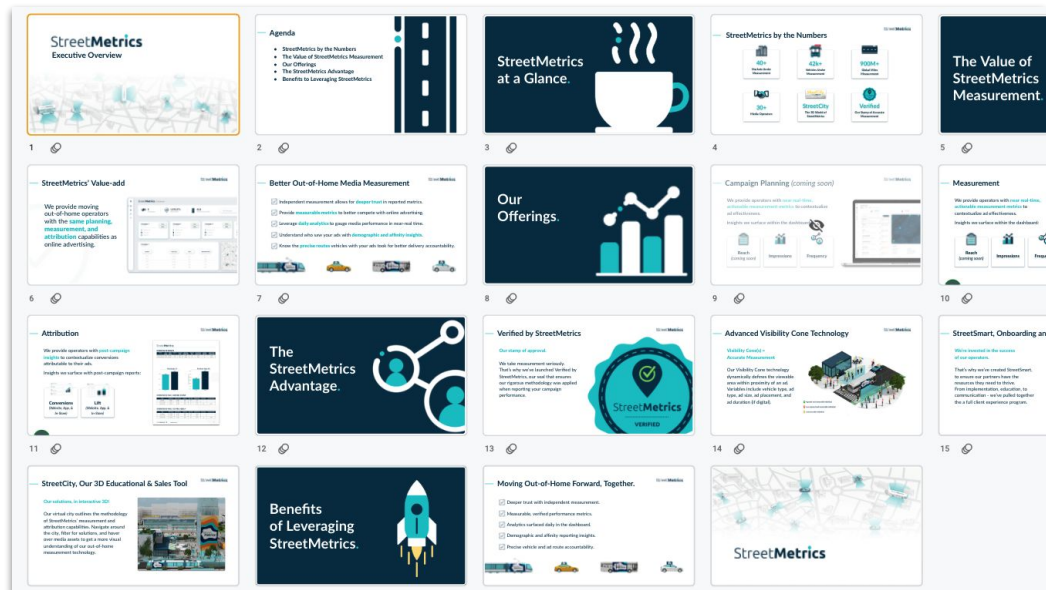


StreetMetrics Training Decks

StreetMetrics

We've got all the StreetMetrics material you need.

We've created a suite of decks and one-pagers to help simplify your conversations with advertisers. Educational material, sales material, FAQ material, and more.



StreetCity: 3D Educational & Sales Tool

StreetMetrics

Our solutions, in interactive 3D!

Our virtual city outlines the methodology of StreetMetrics' measurement and attribution capabilities. Navigate around the city, filter for solutions, and hover over media assets to get a more visual understanding of our out-of-home measurement technology.

Explore StreetCity [here](#).



StreetMetrics Certification *(coming soon)*

StreetMetrics

Become a badged expert on all things StreetMetrics.

Our learning and development course is a self-serve training module that lets your team become a subject matter expert on StreetMetrics media measurement and attribution solutions. We'll even provide you a StreetMetrics Certified badge once you've completed the courses and passed the knowledge exam!



Word on the Street Newsletter *(coming soon)*

StreetMetrics

The info you need, in your inbox.

To ensure your teams are staying in the know with the latest StreetMetrics and industry news, we're crafting a periodical newsletter so you get all the information you need straight to your inbox.



Success
Stories.



StreetMetrics' Data Drives Client's Renewal

Client Renewal Case Study

Challenge

In response to COVID-19, this client was considering pulling their annual out-of-home media due to a suspected drop in outdoor impressions.

Solution

Client placed a mix of high-impact Full Wraps and steadfast posters on Orlando's public transit network, while utilizing StreetMetrics' technology to verify real impression metrics.

Results

Exceeded impression
delivery goal by

9%

Client indicated that
StreetMetrics' data was an
important part of their
rationale for **renewing** their
buy in 2021.



Campaign Drives App Events for Client

App Events/App Download Case Study

Challenge

This food delivery service wanted to understand app download after individuals were exposed to an OOH ad.

Solution

The service ran an OOH campaign via Ultra Super King ads in Tampa, Florida, utilizing StreetMetrics' measurement and attribution solutions.

Results

1/3

of exposed individuals
more likely to order for
the first time.

43%

Of exposed individuals
more likely to order
multiple time.



Campaign Drives Website Lift for Client

Website Lift Case Study

Challenge

Client wanted to test OOH to see if it would work as an alternative customer acquisition channel to online.

Solution

Client ran a digital initiative augmented by geo-targeted, out-of-home media in New York City digital car toppers and taxi cabs. StreetMetrics geo-targeted 41 store locations throughout Manhattan and Brooklyn.

Results

22%
Website Lift

	Control	Exposed
Homepage	4.73%	5.39%
New Product	3.02%	3.61%
Store Locator	3.14%	4.35%

*Visitation Rate



Positive Website Lift for Survey Software

Website Lift Case Study

Challenge

Advertiser wanted to understand website lift after consumers were exposed to an OOH ad.

Solution

Client ran a three month campaign on double decker buses in Los Angeles, California, utilizing StreetMetrics' measurement and attribution solutions.

Results

Exposed individuals

45%

more likely to visit the homepage

Ads drove approximately
22,000 exposed individuals
to the homepage



Campaign Drives Foot Traffic for Client

Store Visits Case Study

Challenge

This popular fast food chain wanted to understand in-store visitation after individuals were exposed to their ads.

Solution

The fast food chain ran an OOH campaign via digital taxi toppers, utilizing StreetMetrics' measurement and attribution technology.

Results

1/3

of exposed individuals more likely to visit the fast food restaurant.

Exposed Devices: **436,890**

Control Devices: **432,765**

Campaign Length: **4 Weeks**

Market: **Toronto, Canada**



Campaign Drives Foot Traffic for MLB Team

Footfall Case Study

Challenge

Advertiser wanted to encourage people to attend a baseball game with creative advertising tickets as low as \$6.

Solution

Client ran digital ads on semi trailers and utilized StreetMetrics' measurement and attribution solutions.

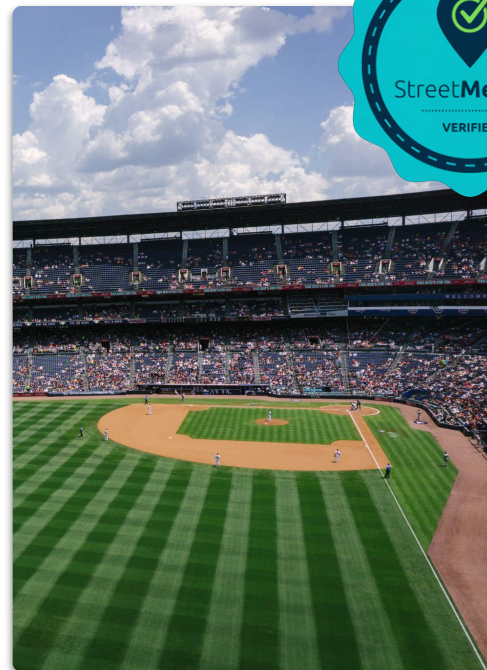
Results

Exposed individuals

45%

more likely to visit the stadium

Ads drove 357 exposed individuals to the stadium - **119 more** than the control group.



Common
Questions.



Common Q's

StreetMetrics



How does StreetMetrics calculate impressions?



How does StreetMetrics know where a vehicle is?



Where are StreetMetrics insights surfaced?
Can I download them?



What's required to run attribution reports?



What tools are available to educate my team and clients?



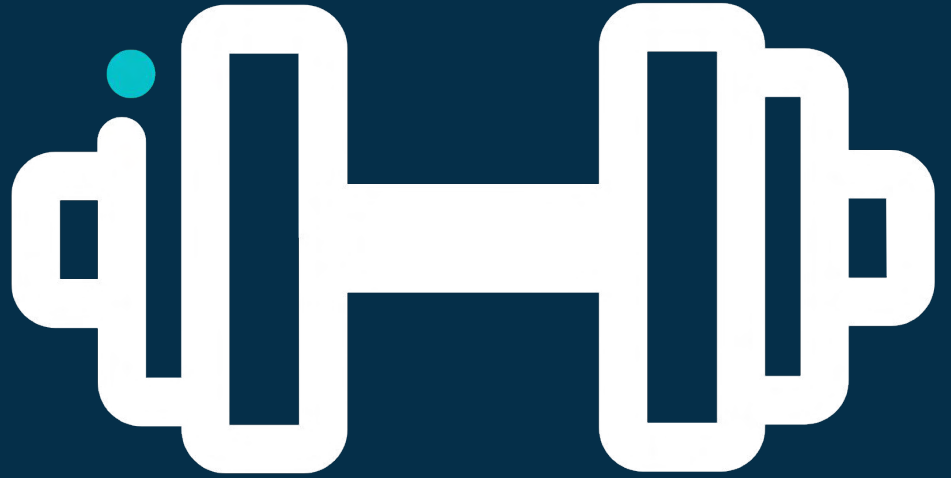
Has StreetMetrics seen a drop in data from recent Apple/Google privacy changes?



Is StreetMetrics privacy and regulatory compliant?



Your Turn.



Challenges & Breakthroughs

StreetMetrics



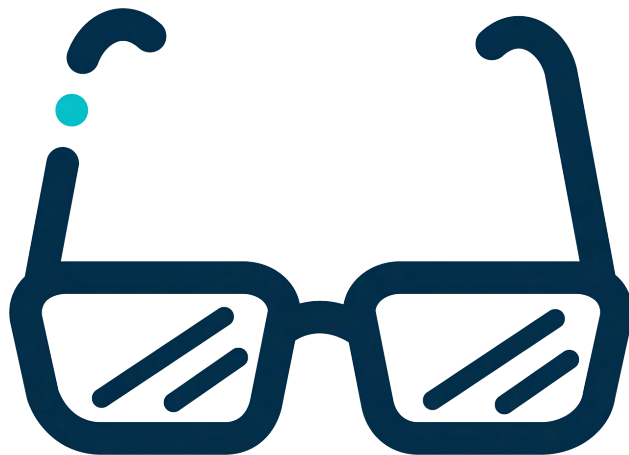
What hurdles do you face
when you pitch
StreetMetrics solutions to
advertisers?



What works well when you
pitch StreetMetrics to
advertisers?

— Give It a Try...Your Best StreetMetrics Pitch!

StreetMetrics





StreetMetrics