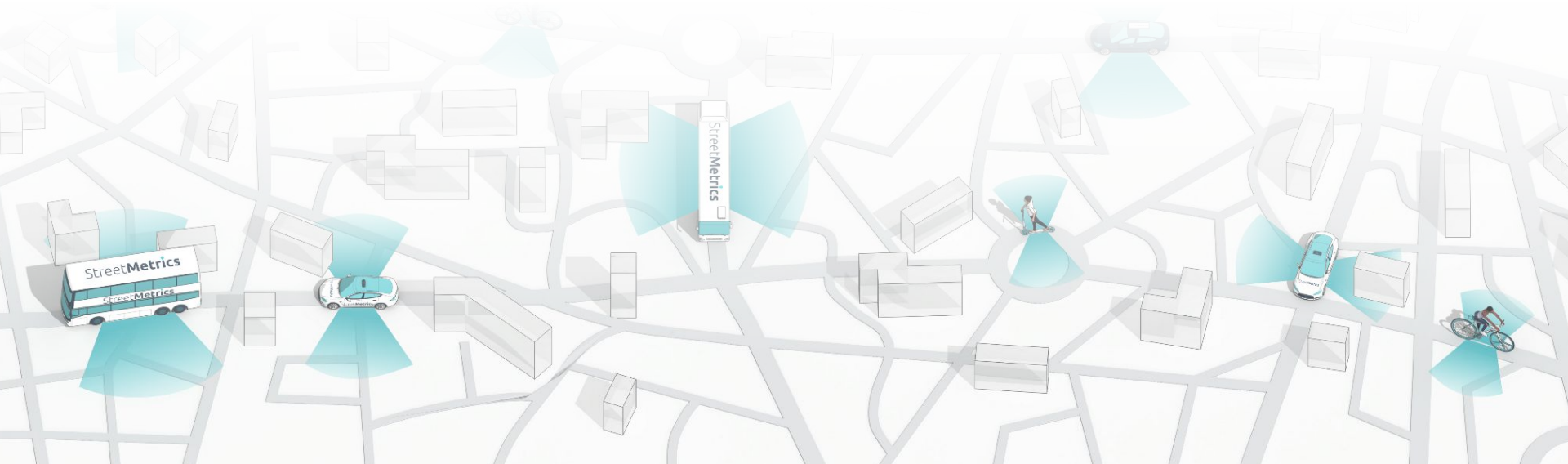


# StreetMetrics

## Executive Overview



# Agenda

- StreetMetrics by the Numbers
- The Value of StreetMetrics Measurement
- Our Offerings
- The StreetMetrics Advantage

StreetMetrics  
at a Glance.



# StreetMetrics By The Numbers

StreetMetrics



40+

Markets Under  
Measurement



42k+

Vehicles Under  
Measurement



1B+

Global Miles  
Measurement



30+

Media Operators



StreetCity

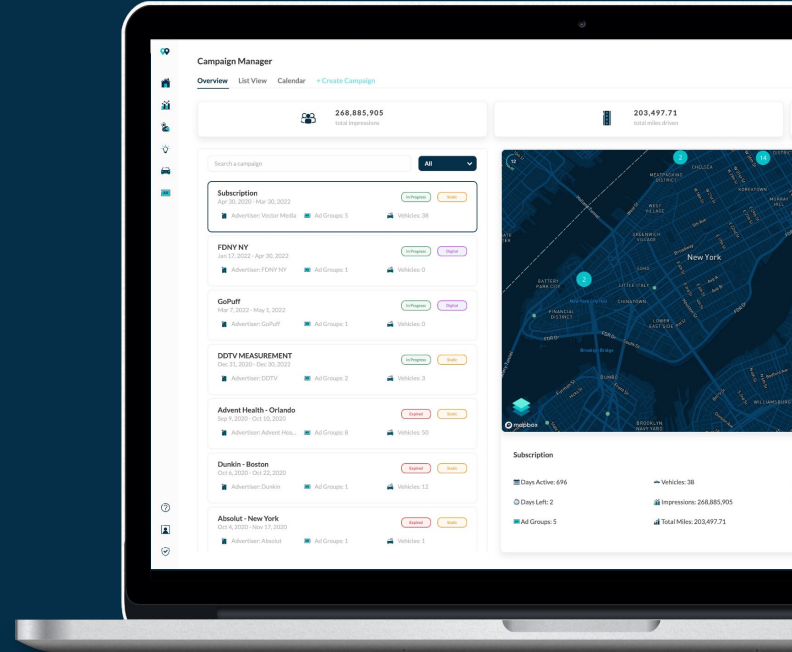
The 3D World of  
StreetMetrics



Verified

Our Stamp of Accurate  
Measurement

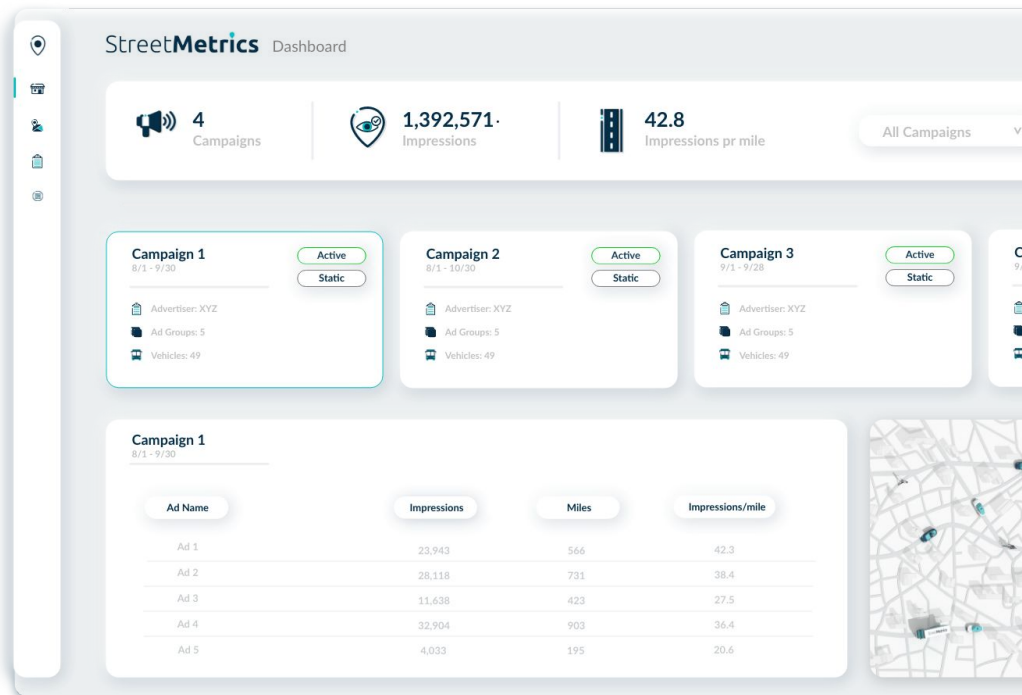
# The Value of StreetMetrics Measurement.



# 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

StreetMetrics

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

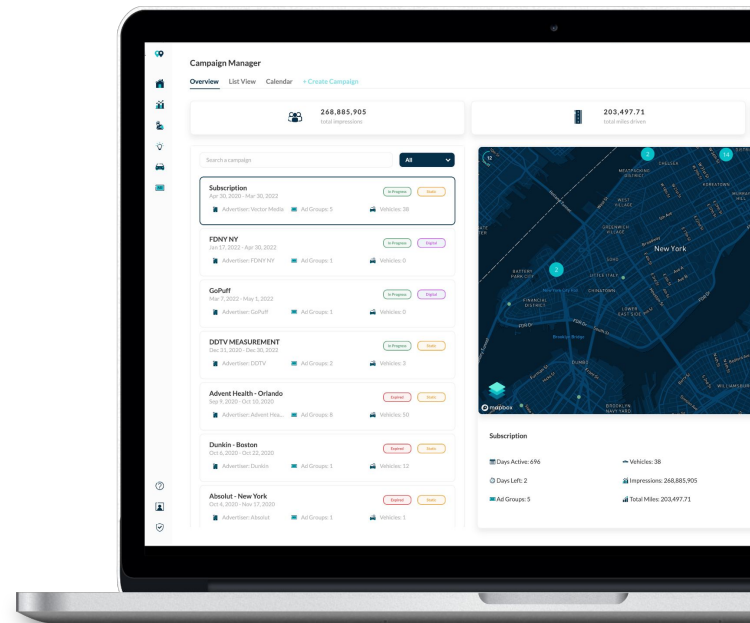
Insights we surface within the dashboard:



Impressions



Frequency



# Attribution

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

Insights we surface with post-campaign reports:



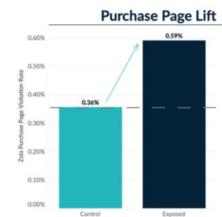
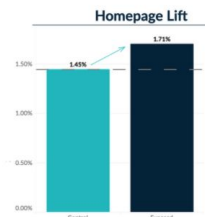
**Conversions**  
(Website, App, &  
In-Store)



**Lift**  
(Website, App, &  
In-Store)

## 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%                        |



## 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%           |

# The StreetMetrics Advantage.



# Verified by StreetMetrics

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.



# 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).

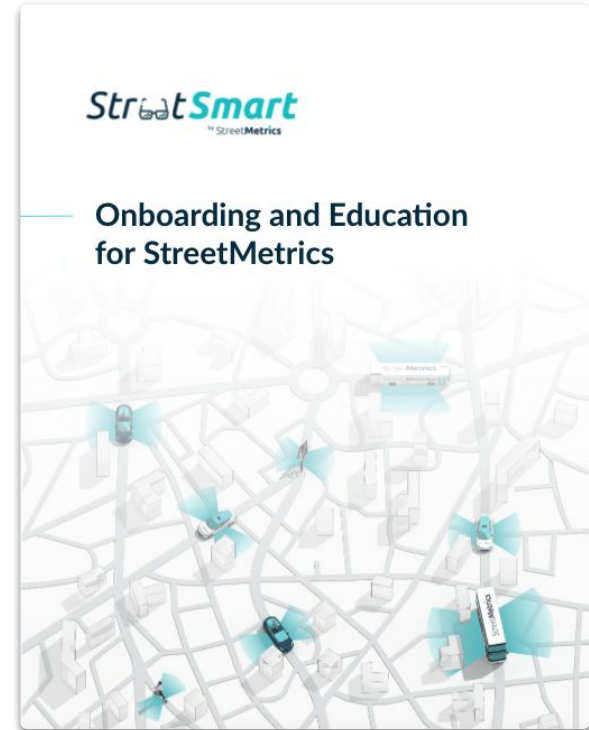


# StreetSmart: Onboarding and Education

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.



# 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