



Audience Measurement DOOH

Good Data. Better Decisions.

Discover the potential of data in DOOH

BENEFITS

- Target-based **real-time programming**
- Audience **benchmarks** and **attention time**
- **DOOH Programmatic Advertising** Enabling
- Measuring the **effectiveness** of creativity with **A/B Testing**



Data architecture

DATA SOURCES

IOT SENSORS

- Optical sensor for real-time data collection
- Applications in both indoor and outdoor
- Privacy by Design solution
- Plug & Play



THIRD PARTY DATA

-  TELCO Data
-  Mobile Data
-  Vehicular Data

DATA

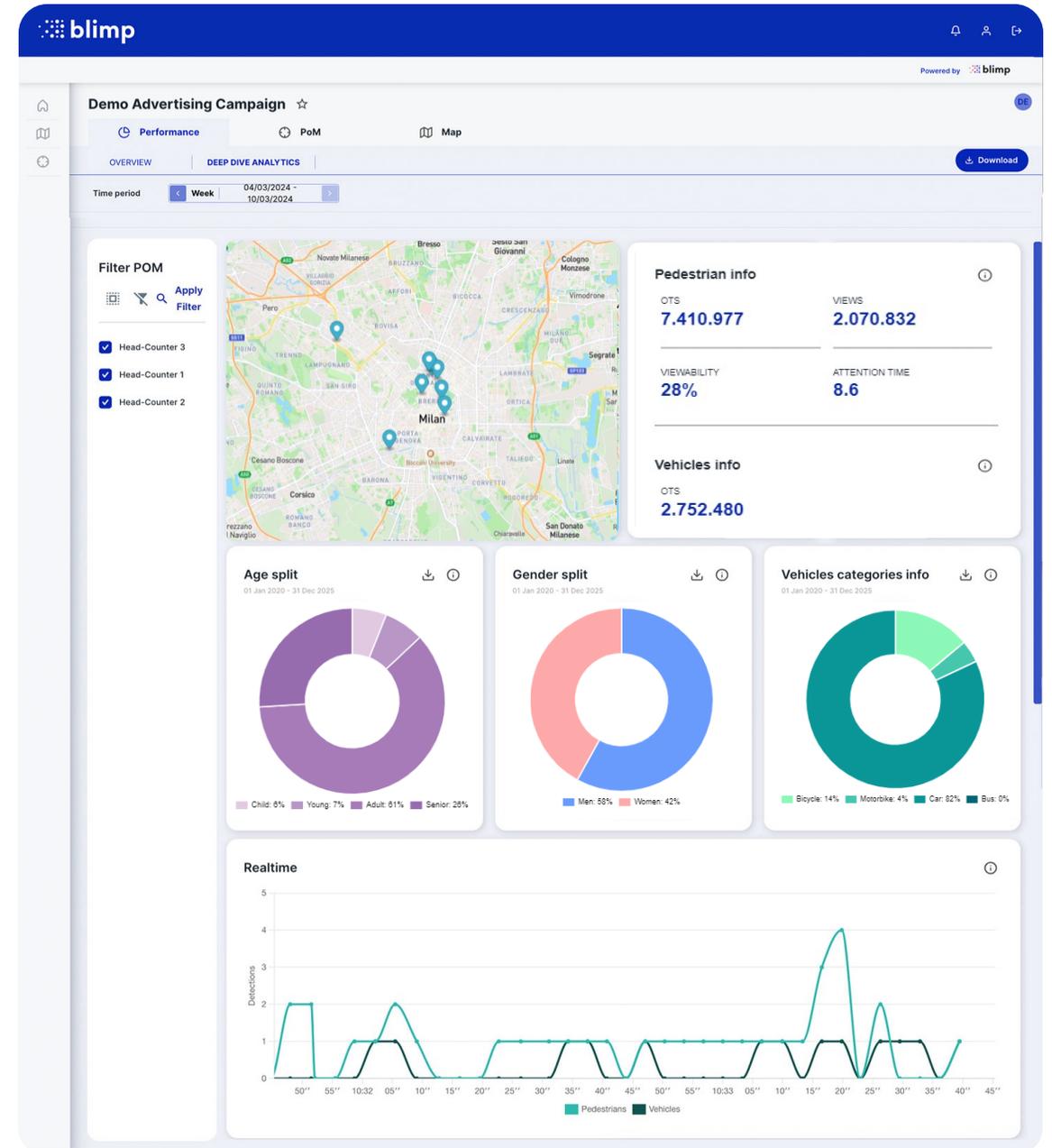
- | | | | |
|---|-------------------------|---|----------------------|
|  | # Pedestrians real time |  | # Vehicles real time |
|  | % Gender |  | Age groups |
|  | Views |  | Attention time |
|  | Origin |  | nationality |
|  | Return frequency |  | Interests |

DATA OUTPUT

Dashboard DOOH

Examples

- **Overview of performance** of DOOH circuits or individual facilities
- Creation of **views for individual campaigns**
- **Comparison of KPIs** from different installations
- Temporal navigation of **KPIs by hourly, daily and monthly aggregations**
- **Geographic aggregation** and by plant category
- **Benchmark analysis - comparator**
- Analysis of campaign **performance**
- Integration through API
- Export to **Excel**



Examples of applications

STANDARD FORMATS



INTERNAL TOTEM



EXTERNAL TOTEM



CUBE DISPLAY



VIDEOWALL



SPECTACULAR



LEDWALL 360°



ELEVATOR



TUNNEL

SPECIAL FORMATS

DOOH business packages

STARTER

HEAD-COUNTER (number of devices)

SETUP FEE (one-off)

DATA FEE (month/device)

 # Pedestrians real time	 # Vehicles real time
 % Gender	 Age groups
 OTS	 Attention time

ADVANCED

HEAD-COUNTER (number of devices)

SETUP FEE (one-off)

DATA FEE (month/device)

 # Pedestrians real time	 # Vehicles real time
 % Gender	 Age groups
 OTS	 Attention time
 Nationality	 Origin
 Return frequency	 Interests

** The number of Head-Counters per facility depends on its cone of visibility*

Would you like to receive a quotation?

Write to info@blimp.ai and indicate the number of implants and the type of format

Head-Counter

Data sheets

MAIN BOARD



SIZES

Central body: 125 x 125 x 55 mm

Width with buttonhole tabs: 155 mm

Slot distance between side flaps: 142 mm

POWER SUPPLY INCLUDED

Input: 100-240V – 50-60Hz

Output: 15V - 2.4A – 36W

Connector: DC Jack, OD 5.5 mm, ID 2.1 mm

Blimp technicians will help you choose the best configuration to cover the entire cone of visibility of your system.

OPTICS



ANGLE OF VIEW

10° - 33° - 45° - 70° - 90° - 100°

SIZES

Chamber: Ø 63 mm - 53 mm maximum length
For wall mount or tubular mount

Mounting bracket: 90 mm - Ø 65 mm

Input/Output: the Sensor communicates with the Main Board via a USB or Ethernet cable through which it is powered

POE or USB power supply



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