



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



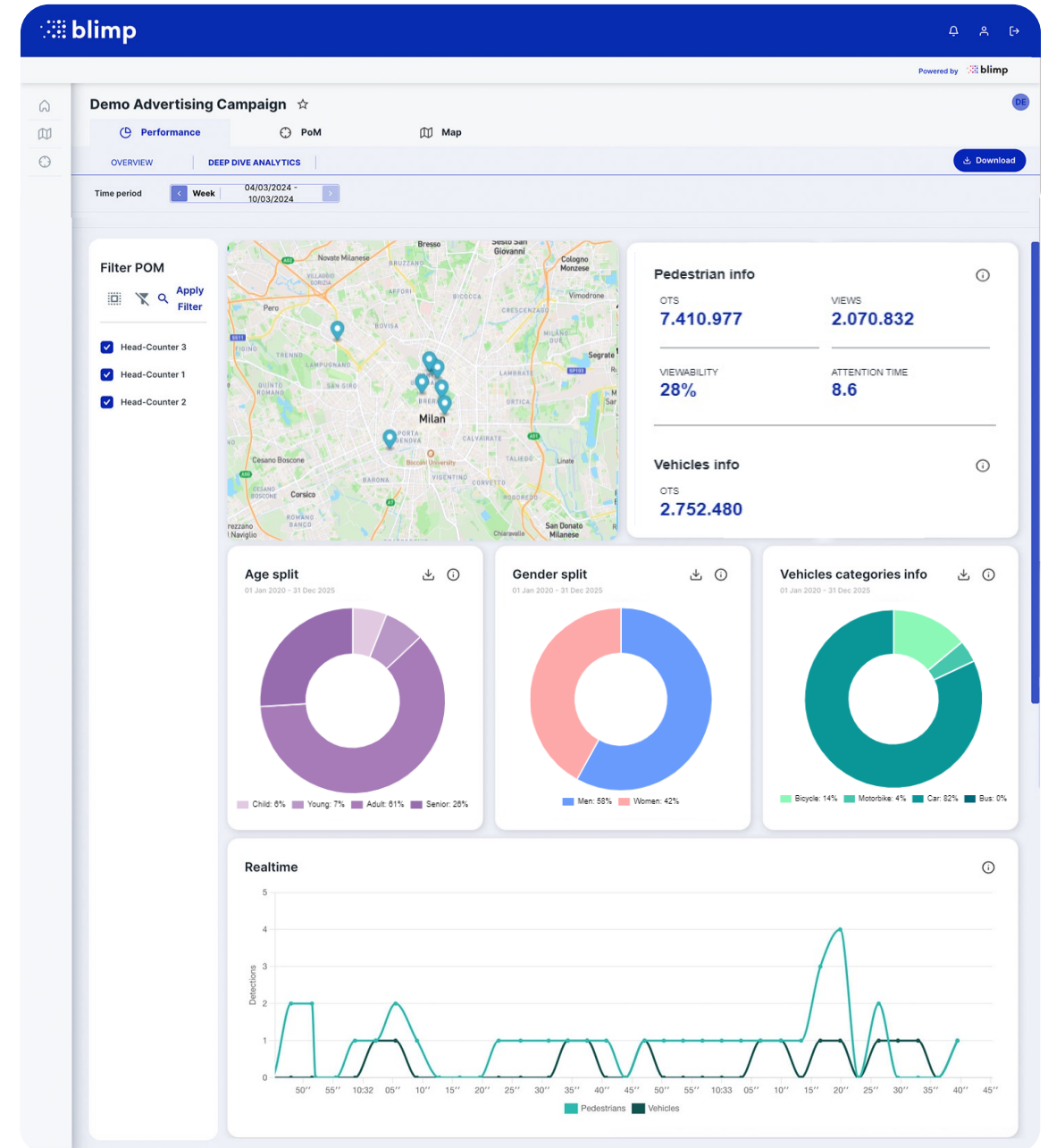
Interests

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



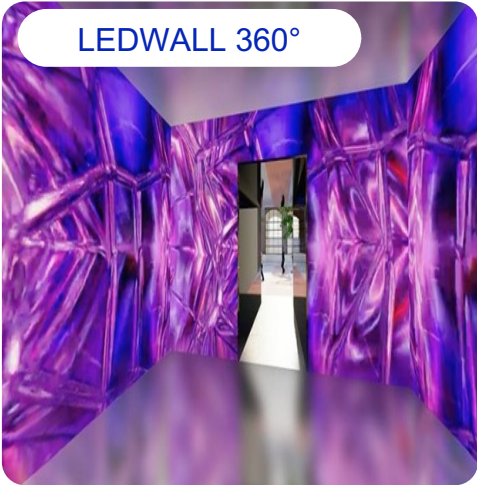
CUBE DISPLAY



VIDEO WALL



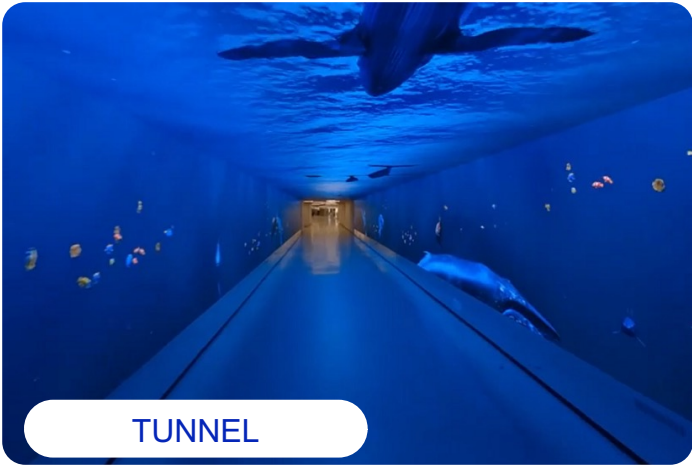
SPECTACULAR



LED WALL 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 lenght 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



Blimp S.r.l.
Via San Martino 12, 20122 - Milan, Italy

info@blimp.ai
02 45902000
www.blimp.ai