



Audience Measurement OOH

Good Data. Better Decisions.

Campaign performance analysis

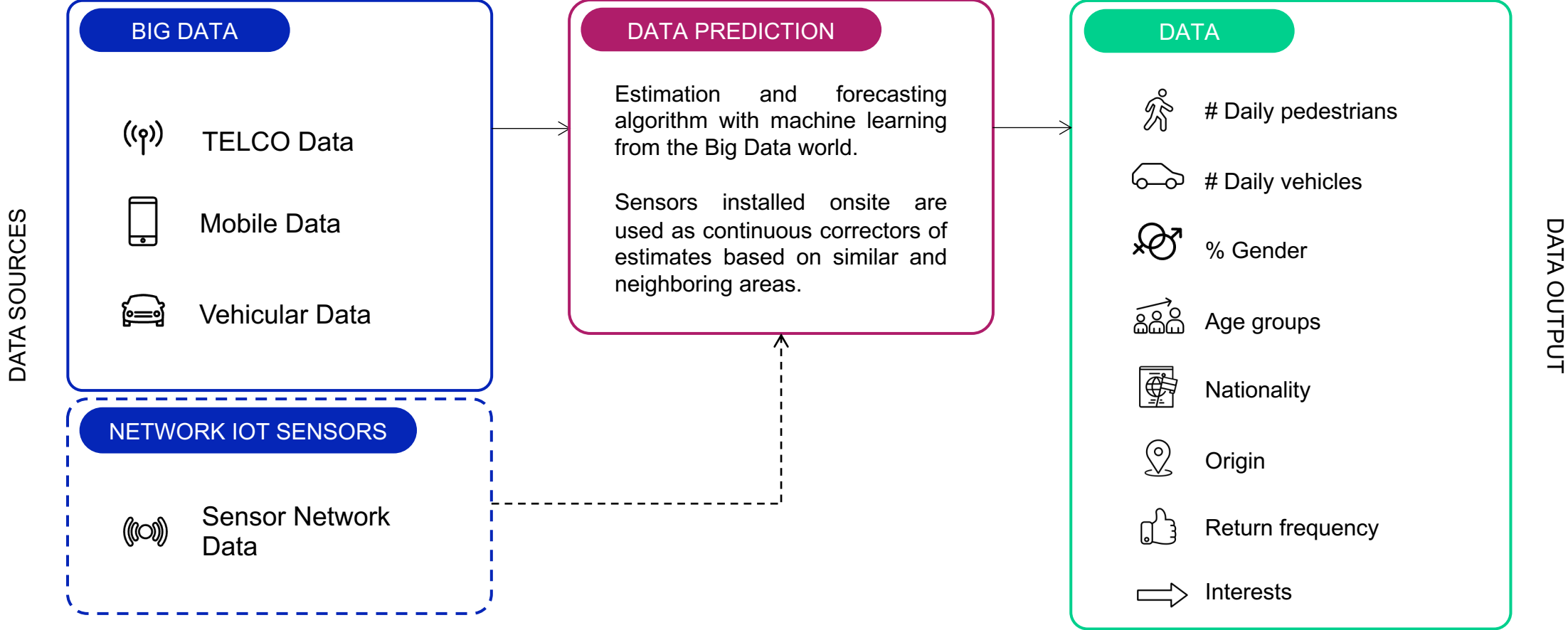


BENEFITS

- Zero installation and maintenance costs
- No physical infrastructure on the installation
- Benchmark against average city indices
- Nationwide urban and extra-urban coverage

Data Fusion approach

Blimp's data fusion enables accurate audience data with a **sensor-less approach**



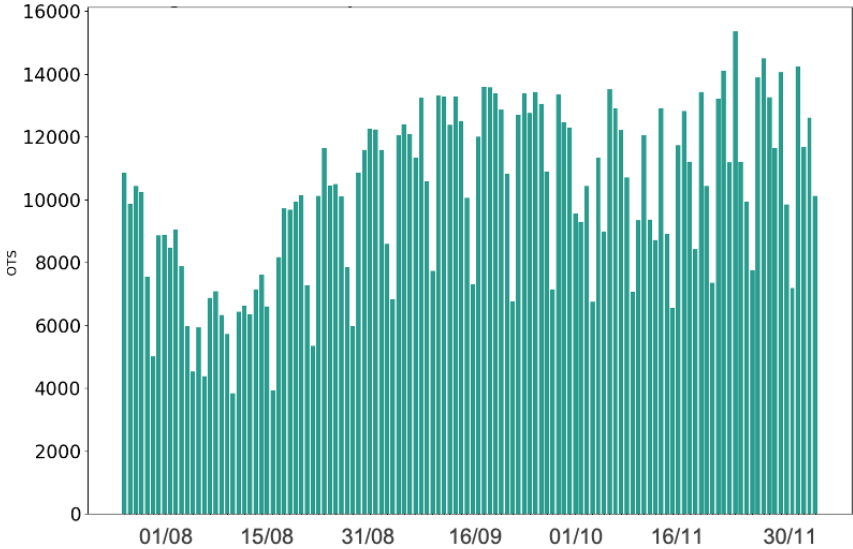
Data Insights

Example of ad hoc report

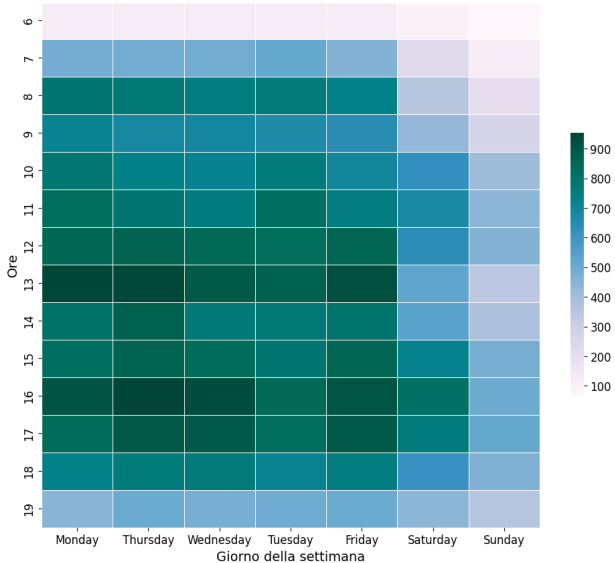
The report analyzes specific areas for a given time interval, providing an a priori estimate of pedestrian and/or vehicular traffic in the monitored areas and an a posteriori assessment over a period of analysis.



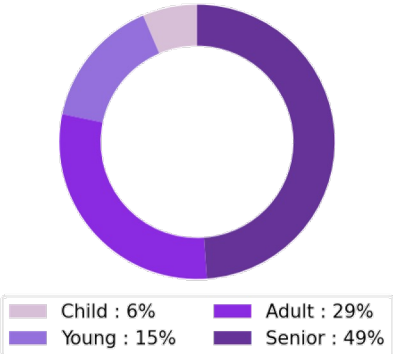
OTS pedestrians



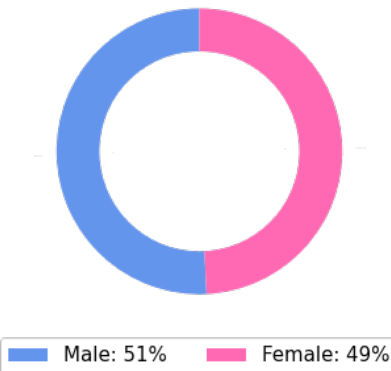
24/7 pedestrian matrix



Distribution by age



Distribution by gender

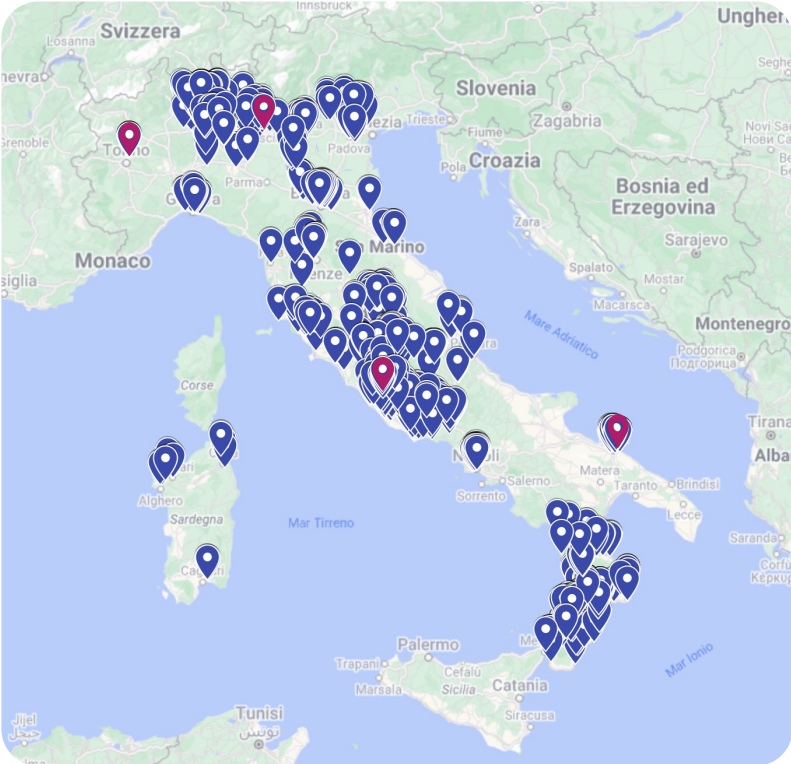


Examples of application

MAXI BILLBOARD



SHELTER



BILLBOARD



MUPI











Commercial packages

CUSTOM REPORT

Report produced by a team of Data Scientists with detailed analysis on specific areas and time intervals and customized insights on specific needs.

REPORT FEE (number of report)

- | | |
|---|--|
|  # Daily pedestrians |  # Daily vehicles |
|  % Gender |  Age groups |
|  Nationality |  Origin |
|  Return frequency |  Interests |









*Pricing is calculated according to the **number of reports** requested*

DATA ROOM

Continuous access to the Data Room with automated audience data on specific areas (POM) with daily updates.

SETUP FEE (one-off)

DATA FEE (month/POM)

- | | |
|---|--|
|  # Daily pedestrians |  # Daily vehicles |
|  % Gender |  Age groups |
|  Nationality |  Origin |
|  Return frequency |  Interests |

*Pricing is calculated according to the **number of POMs** needed*

Do you wish to receive an quotation?

Write to us at info@blimp.ai and tell us the period of your campaign or the number of POMs (point of measurement) you need



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