

PRESS RELEASE

adsquare and Splicky attribute store visits to OOH campaigns in real-time

adsquare announces the integration of its Real-Time Footfall Measurement product with Splicky DSP

Berlin, 25.10.2019 The data marketplace adsquare has launched its “Real-Time Footfall Measurement” product with Splicky, a mobile and OOH DSP owned by Jaduda, allowing advertisers to attribute store visits to OOH exposure in real-time for better campaign optimization.

With this product launch, the movement of users addressed by mobile or DOOH media can now be analysed in real-time. With the data obtained, programmatic campaigns can be optimised in real-time and not only post-campaign having a positive impact on ROI. The product is already live in Germany and the UK, with the rollout to Austria and Switzerland following shortly.

Sven Ruppert, CEO of Jaduda says: *“For years, adsquare has been an important partner of Splicky for targeting mobile users. By integrating their real-time footfall measurement product into our DSP, visitor flows to the POS can be visualized. Thanks to the new level of transparency, we are able to calculate the impact of our customers’ mobile and DOOH campaigns even more precisely and to act and improve accordingly. Especially for the medium DOOH this is another important step towards an even more dynamic delivery of the advertising messages. We look forward to deepening the existing cooperation with adsquare.”*

Tom Laband, CEO and co-founder of adsquare, adds: *“Attributing customer visits to an OOH campaign has been a challenge to date. Our new real-time footfall measurement integration with Splicky helps advertisers to understand the effectiveness of OOH campaigns and improve their ad strategy. For this, we rely on consented movement data from app publishers who have integrated a corresponding SDK.”*

Sven Ruppert elaborates that *“Campaigns in which the footfall measurement had already been carried out for analysis proved the potential of the data. We are very pleased to be able to offer this analysis opportunity during the campaign to our customers.”*

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About adsquare

adsquare is a global data exchange bringing together data providers and data buyers. Via its self-service Audience Management Platform, adsquare gives advertisers and media agencies access to multiple data dimensions for more effective targeting, measurement and insights. Headquartered in Berlin, the company operates worldwide with additional offices in New York, Madrid, London, Paris, Milan and Singapore. For more information visit <http://www.adsquare.com> follow [@adsquarecom](https://twitter.com/adsquarecom) or contact info@adsquare.com