

PRESS RELEASE

ADSQUARE RELEASES FOOTFALL MONITOR

PROVIDES FREE & OPEN INSIGHTS INTO CONSUMER MOVEMENTS DURING ONGOING COVID-19 CRISIS

HELPS MARKETERS TO MORE RAPIDLY RESPOND & EVOLVE TACTICAL PLANS

20 April 2020, Berlin: Adsquare, the real-time data exchange, today released the Adsquare Footfall Monitor, to help Marketers understand the global impact of Covid-19 on their advertising campaigns. The interactive report is available for free from the Adsquare website and will be updated weekly.

Commenting on the release, **Adsquare Co-Founder and CEO, Tom Laband**, said *“In these extremely challenging times, marketers are having to rewrite their strategies and make quick, tactical choices regarding the place, price, and promotion of their products. We wanted to do whatever we could to help marketers navigate these difficult decisions, by repurposing and opening up the data from our platform on global footfall to anyone who would benefit.”*

The Adsquare Footfall Monitor allows marketers to gain insights on store visitation rates across 15 advertising verticals throughout Europe and North America. Advertising verticals include supermarkets, pharmacies, fast-food and takeaway restaurants, and public transport. Further footfall verticals are provided for locations under current enforced closure to enable marketers to monitor and plan for the time when lockdown restrictions begin to be lifted.

Data has been collected, analysed and provided prior to global lockdowns being imposed, on 9 March 2020, to enable comparisons against previous norms, different advertising verticals and countries. Custom reports are also available to help facilitate traditional footfall index benchmarking.

Across all markets where nationwide lockdowns remain in place, a downward trend in footfall is continuing to be reported, however the data from the Adsquare Footfall Monitor will indicate when this nadir has been reached and help marketers anticipate and plan for when upward trend begin to resume, as lockdown restrictions are loosened.

Commenting on the importance of accurate data for marketers during this time, **Adam Powell, Head of Data, Kinetic Worldwide**, said *“analysing and understanding audience activity at this challenging time is essential for marketers, in order to optimise the impact of their advertising, particularly in out-of-home environments. Our own Journeys behavioural planning platform leverages Adsquare movement data so we know it is of the*

highest quality. Providing this for free to all advertisers via the Footfall Monitor will help many more brands continue to advertise in the most effective way possible.”

The Footfall Monitor can be accessed from the Adsquare website: <https://www.adsquare.com/footfall-monitor/>

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ADSQUARE FOOTFALL MONITOR METHODOLOGY

Adsquare overlays mobile SDK derived, background location data that is aggregated from third-party data partners globally over predefined Points of Interest (POI) locations such as fashion retailers, grocery stores, airports, etc. For each vertical shown in the Footfall Monitor, Adsquare calculates a weekly percentage change in footfall. Week One records were taken on 9th March 2020 and given an Index of 100. Store visitation increases above these figures will create a higher index, whilst decreases will create a lower index value.

The advertising vertical data is currently provided for: Airports, Automotive, Cinemas/Movie Theatres, Coffee Shops, Consumer Electronics, Fashion Retail, Fast Food/Takeaways/Quick-Service Restaurants, Fitness/Gyms, Home Improvement/DIY, Office Spaces, Petrol Stations, Pharmacies/Drug Stores, Public Transport, Supermarkets, Train Stations.

Data is currently available across: UK, France, Germany, Italy, Spain and the US.

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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.