

Vistar Partners with Adsquare to Complete Full Data Suite for DOOH

Leading segments now available for consumer targeting in the physical world

NEW YORK & LONDON - Sept. 29, 2020 - Vistar Media, the leading global provider of software for digital out-of-home (DOOH), has partnered with Adsquare, the real-time data exchange, to extend Adsquare audience targeting into programmatic out-of-home. This partnership expands Vistar's full suite of data solutions - including 1st-party, behavioural, demographic and weather targeting - providing marketers with flexible solutions to meet their goals.

With this partnership, marketers will now be able to apply Adsquare segments to any open exchange or private marketplace (PMP) DOOH campaign. Vistar customers now have access to hundreds of segments covering a variety of verticals such as automotive, CPG, food & drink, and retail. Top segments used in online advertising can now be easily applied to DOOH to reach consumers in the physical world.

Adsquare combines mobile audience data with SDK-derived background location data to index DOOH screens based on the ratio between all users seen in proximity to the inventory and users seen at the screens which are part of the targeting segment of choice. These calculations allow Adsquare to score each DOOH screen, so buyers can target those that have a high propensity of reaching their desired audience segment.

"It's more important than ever to have flexibility when planning out-of-home, so that marketers can build data-driven campaigns that support their unique goals and can adapt to changing conditions in the market," said Dominic Dunne, Managing Director, EMEA at Vistar Media. "Adsquare audience targeting complements Vistar's robust data solutions to provide maximum flexibility to marketers."

Vistar and Adsquare worked hard to ensure easy activation of segments in DOOH with a privacy-compliant approach. Marketers can now bring data-driven DOOH to life easily, with a hassle-free experience. The joint solution is currently available in the U.K., with further global expansion expected soon.

About Vistar Media

Vistar Media is a geospatial technology company bridging the space between advertising ecosystems and consumer movement patterns. Founded in 2012, Vistar created the first and only universal marketplace for out-of-home media, building a programmatic platform that has been widely adopted by buyers and sellers. Vistar provides marketers with unprecedented access to consumers at the right place and right time, through a data agnostic system for analyzing consumer movement patterns and

activating cross-screen mobile and out-of-home media. For more information, visit www.vistarmedia.com.

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> or contact info@adsquare.com