

## Using real world data to drive DOOH ROI

*Adsquare and TPS Engage partner to offer advertisers more accountability and scalability on running data-driven Digital Out of Home campaigns.*

New York City, October 14th, 2020 -The challenge of Out of Home has always been to use data effectively when planning their campaigns. With the rapid adoption of Digital Out of Home, technology companies have also developed tools to allow advertisers to treat their OOH campaigns more like performance-driven initiatives rather than long-term branding ones.

Adsquare is solving the challenges of OOH advertising by aggregating spatial data, mobile audience data and movement data and allowing marketers to easily combine these data types for improved campaign planning, programmatic DOOH activation, multi- device retargeting, measurement and insights.

Adsquare provides access to millions of points of interest, census data as well as audience data including interests, brand affinities, place visitations and validated demographics that are optimized to outperform industry benchmarks.

The data that [Adsquare](#) provides can now be leveraged within [TPS Engage's](#) DOOH DSP that services over 100,000 digital billboards in 25 countries. The TPS Engage open platform will allow customers to plan their campaigns using Adsquare's data.

Through this partnership, advertisers can use privacy-compliant Adsquare segments to cross-reference TPS Engage connected screens and reach consumers with a higher affinity for certain categories, such as retail, FMCG, CPG, automotive and more.

In a post-COVID-19 world, using data for planning OOH campaigns is more important than ever, as it ensures clients are aware of the reality of each market. In addition, TPS Engage empowers brands to deliver dynamic content on Digital Out of Home screens. This has been shown to deliver outstanding results, with multiple studies showing a double digit increase in ad recall, brand equity and memorability. TPS Engage's own data has linked work done for Samsung to a double digit increase for in-store sales.

"Data and flexibility are the key drivers of DOOH in 2020. With the COVID-19 pandemic still taking a toll on traditional media buyers, we've seen more and more advertisers push for data accountability and planning possibilities for Digital Out of Home. Partnerships like the one we're announcing today with Adsquare are a huge step forward in transforming the industry into a more data-driven one" said Bogdan Savonea, TPS Engage CEO.

"The demand for data in OOH has skyrocketed in the past 9 months and we're thrilled to be working with specialized DSPs such as TPS Engage in order to help the industry fulfill this growing demand. Just like online advertising, OOH now has the possibility to be treated like a more flexible marketing channel - this has been possible through smarter, data-driven solutions." said Tom Laband, CEO & Co-Founder at Adsquare.

Planning dynamic campaigns using TPS Engage's dynamic possibilities and Adsquare's data is possible on demand for clients.

## About Adsquare

Adsquare is the Real-Time Data Exchange that gives advertisers access to accurate data at scale. The self-service platform has been built mobile- first and enables more relevant campaigns based on audiences and their context. It offers seamless access to multiple data dimensions for more effective targeting, measurement and insights and has been developed with privacy at its core.

Headquartered in Berlin, the company operates worldwide with additional offices in New York, Madrid, London, Paris, Milan and Singapore.

For more information visit [www.adsquare.com](http://www.adsquare.com) or contact [info@adsquare.com](mailto:info@adsquare.com)

## About TPS Engage

TPS Engage is a dynamic self-service DOOH programmatic DSP that works with over 100.000 digital outdoor and indoor screens in 25 countries, with its main offices in New York, Dubai, Seoul and Bucharest. The ad-tech solution allows advertisers to increase Digital Out of Home campaign performance by allowing micro-buying hourly slots and dynamic content to be played based on any type of data trigger (real time sales, demographics, traffic, weather, time of day or even mobile behaviour). For DOOH media owners, TPS Engage provides an opportunity to generate alternative revenue sources by accessing available screen inventory. TPS Engage works directly with clients such as Samsung, P&G, Coca-Cola, Heineken, Uber Eats, Deutsche Telekom, Foodpanda, Jaguar, H&M and more. Read more or create an account by visiting [www.tpsengage.com](http://www.tpsengage.com).

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