Adsquare Launches New Platform for OOH Campaign Planning and Activation

New functionalities streamline the planning and programmatic activation of OOH campaigns by combining audience, movement and spatial data.

Berlin, 3 May 2021. Adsquare, the leading audience and location intelligence company, announces the launch of their new platform for OOH Planning & Activation. Thanks to additional features, advertisers can easily and efficiently combine various data types for better outdoor campaign planning and programmatic DOOH activation, all in one platform.

Adsquare's OOH Planning & Activation Platform combines the most comprehensive audience, spatial and movement data. Spatial data is offline data that relates to the physical location of a frame and includes places, census information, purchases, weather or human mobility for example. Audience data is a segmentation around socio-demographics, affinities, or interests connected to Mobile Advertising IDs. Movement data charts the location of end user devices by mapping anonymised Mobile Advertising IDs to timestamps and latitudes/longitudes and is essential for understanding the real-world behaviour of consumers.

With the launch of the Adsquare´s OOH Planning & Activation Platform, advertisers are able to easily combine these three data types not only for improved outdoor campaign planning but also for programmatic DOOH activation. Adsquare´s technology makes it possible to activate outdoor campaigns fully programmatically via pre-bid integrated Demand Side Platforms (DSP) without leaving the Adsquare´s platform. With today's launch, Adsquare is bringing an intuitive and map-centric tool that shows how OOH screens score against specific audiences abs spatial data. A new indexing formula provides more stable results, prevents the impact of outliers and prioritizes locations with a higher number of users seen in their proximity. Furthermore, a daypart scoring system provides insights on the audience by day and hour of the week. At a poster level, advertisers can visualize the inventory with a color graded effect reflecting the index score. For additional information and insights, by clicking on a poster, users can see poster index and overall rank followed by additional billboard insights. Also, audience reach calculation is done in real-time and it is optimized for the type of screen based on custom polygons. Last but not least, inventory owners can upload Joint Industry Committee (JIC) figures and make them available in our UI as well.

"Our OOH 3.0 platform is Adsquare´s response to the increasing industry demand for streamlined data-driven OOH campaigns. Also, in a privacy-first world, it is important to stress the fact that our OOH solutions are panel-based, aggregated and anonymised, thus independent of regulatory changes or changes by Apple and Google." said Aline Gaudlitz, Product Manager at Adsquare.

A KPMG report pointed out that OOH advertising has witnessed an 11% annual growth rate over the past 5 years. If the trend continues, this advertising sector will continue the upward growth trend in 2021. With such a demand, advertisers are looking for tools that streamline the process of identification of the right posters and activation of their campaigns. In this scenario, Adsquare´s new platform is intended to be the one-stop tool that makes it possible to access audience and location insights and activate campaigns through programmatic Demand Side Platforms (DSP) with just a few clicks.

About Adsquare

Adsquare is a global Audience & Location Intelligence Company helping marketers understand consumers by connecting their digital and physical worlds. As such, Adsquare is leveraging audience and location data to reveal consumer behavior. These insights enable businesses to better target and engage with their audiences and to measure their marketing effectiveness. Using Adsquare's

independent platform solution, companies can access various data dimensions and apply them in 40 countries worldwide.

Founded in 2012 by Tom Laband (CEO), Sebastian Doerfel (COO) and Fritz Richter (CTO) Adsquare is headquartered in Berlin, with additional offices in New York, London, Paris, Milan, Madrid, Singapore and Dusseldorf.

For more information visit http://www.adsquare.com or contact us via info@adsquare.com.