



StreetMetrics

# Media Kit.

*Moving Out-of-Home, Forward*

# The StreetMetrics Story

StreetMetrics was born out of necessity. Our founder was selling ads on family-owned semi trailers and needed a way to measure the performance of his own moving media. Realizing other media operators faced this same problem, he founded StreetMetrics to be the solution. Since then, StreetMetrics has built an industry-leading measurement and attribution platform for transit vehicles.

Now, we are on a mission to provide moving out-of-home (MOOH) operators with the **same planning, measurement, and attribution capabilities** as online advertising.

*\*StreetMetrics' first vehicle asset measured*





Today, we're humbled to serve **over 30 operators**, and we're hard at work creating technology solutions that help move outdoor advertising forward with more actionable insights.

**30+**  
Media Operators





We're currently in **over 40 markets globally**, and there's a good chance our solutions are available where your business operates.

As we bring vehicle measurement to cities around the world, we're committed to empowering out-of-home operators with advanced analytics.

**40+**  
**Markets Under Measurement**





Our system measures advertising performance for **over 75,000 vehicles**.

Scooters, cars, vans, trucks, mobile billboards, buses, street cars, semi trailers and more – we can measure just about anything that moves.

**75K+**  
**Vehicles Under Measurement**





We've got some miles under our belt having measured **over one billion miles** of global vehicle routes – a milestone for our company and the moving out-of-home (MOOH) industry.

And we're excited to partner with you for billions more.

**1B+**  
Miles Measured





# Vehicles We Measure.

# Micro Mobility

## Vehicle Type(s)

Scooters  
Bicycles

## Media Placement(s)

Side(s)  
Full Wrap

## Media Type

Static





# Cars

## Vehicle Type(s)

Taxi  
Sedan  
Crossover  
SUV

## Media Placement(s)

Side(s)  
Back  
Topper  
Full Wrap

## Media Type

Static  
Digital



# Vans

## Vehicle Type(s)

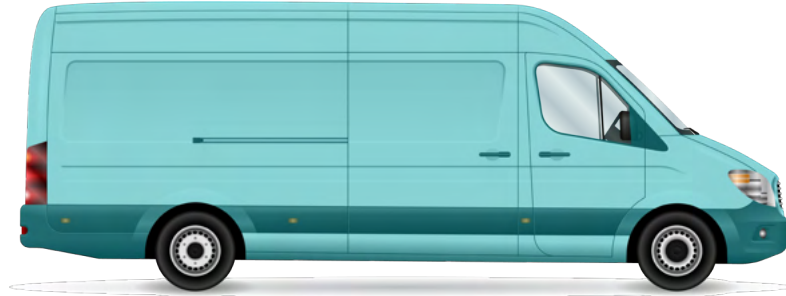
Sprinter Van  
Delivery Van

## Media Placement(s)

Side(s)  
Back  
Full Wrap

## Media Type

Static  
Digital



# Trucks

## Vehicle Type(s)

Box Truck

Delivery Truck

Mobile Billboard

## Media Placement(s)

Side(s)

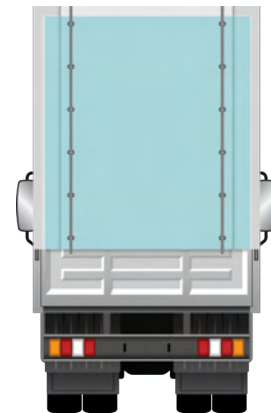
Back

Full Wrap

## Media Type

Static

Digital



# Buses

## Vehicle Type(s)

Paratransit Bus

Standard Bus

Double Decker Bus

Articulated Bus

## Media Placement(s)

Front

Side(s)

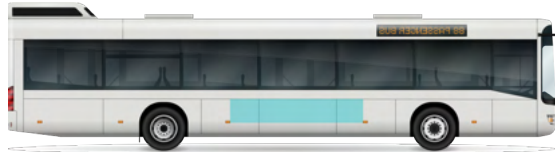
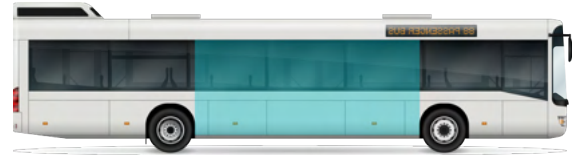
Back

Full Wrap

## Media Type

Static

Digital



# Street Cars

## Vehicle Type(s)

Light Rail Trolley

## Media Placement(s)

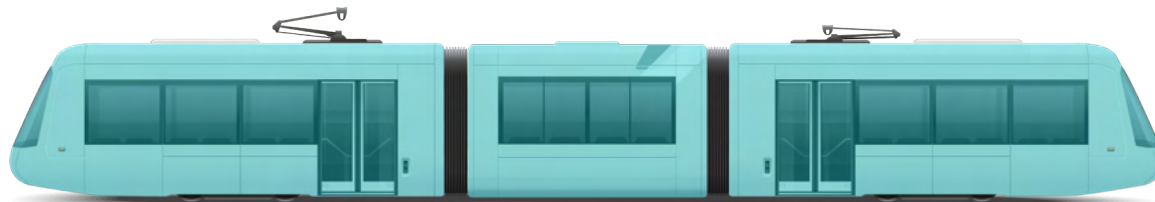
Side(s)

Full Wrap

## Media Type

Static

Digital



# Semi Trailers

## Vehicle Type(s)

Dry Van Trailer

## Media Placement(s)

Side(s)

Back

Full Wrap

## Media Type

Static

Digital





# Our Solutions.

# Planning

## Pre-Campaign

Estimate future impression delivery based on historical media performance with Campaign Planner.

View predicted impression averages and audience demographics to maximize placements for your upcoming campaigns.



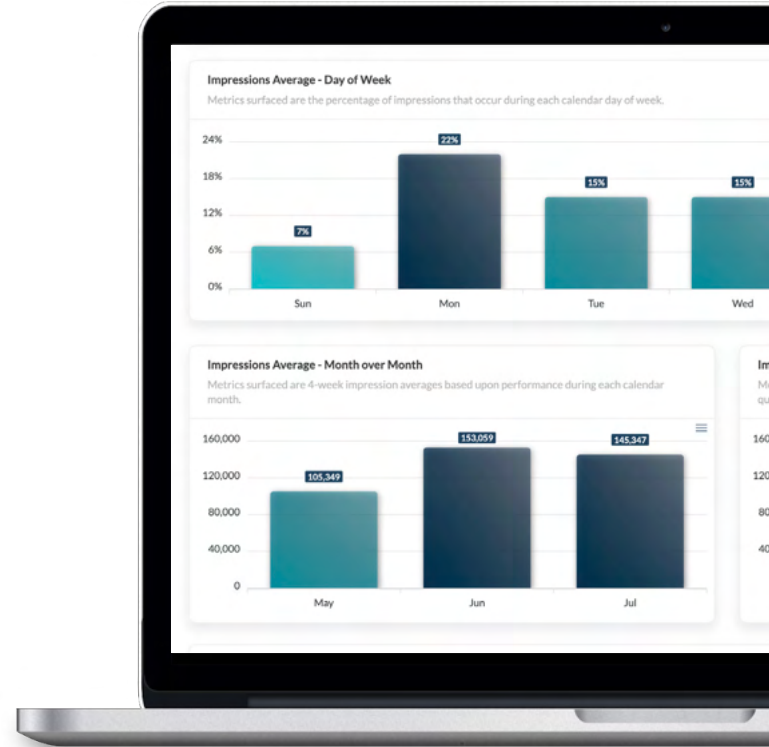
Filtered  
Inventory



Impression  
Averages



Demographics





# Measurement

## Mid & Post-Campaign

Leverage our near real-time, actionable metrics to contextualize advertising impact.

View total impressions, impressions per mile, impressions along the route, and frequency within the platform.



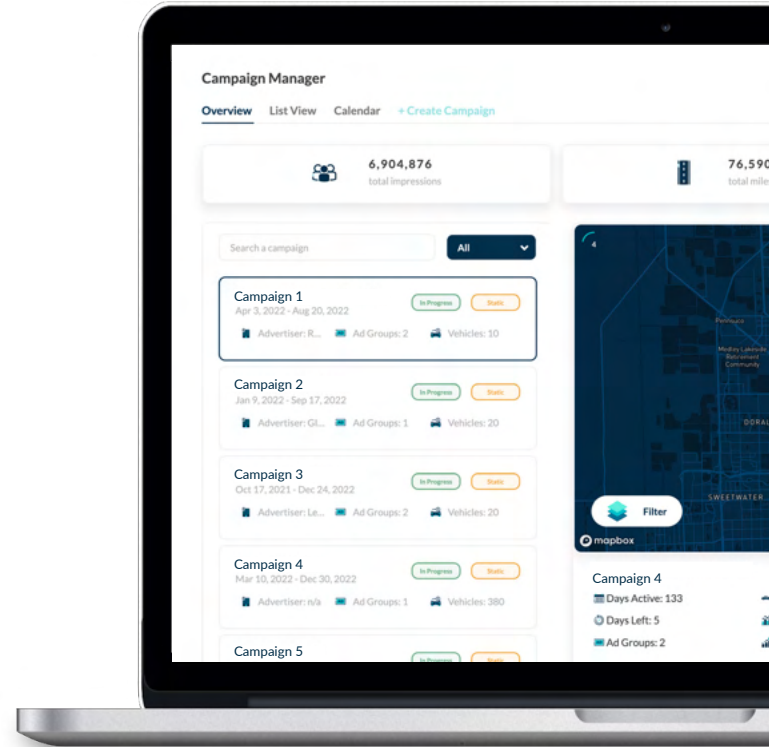
Route  
Analysis



Impressions



Frequency



# Attribution

## Post-Campaign

Run conversion and lift reports to know post-campaign actions that your exposed audience has taken online, in app or in-store.

View attribution metrics by visitors, conversions, and lift.



Website



App



Footfall





# The StreetMetrics Edge.

# Forecast Future Ad Performance

*Using Campaign Planner*

Boost sales team capabilities with more tools to accurately showcase future ad performance.

The more campaigns, vehicles, and miles measured, the more accurate forecasting becomes – smarter with every mile.

**Campaign Planner**  
Forecast future media delivery by analyzing historical media performance.

Saved Forecasts [+ Edit Forecast](#) [Forecast Insights](#)

[← All Reports](#) **Report 1**

**Selected Filters**

Date Range: [Sep 1, 2021 - Aug 31, 2022](#) Markets: [NEW YORK](#)

**Filtered Inventory**  
Forecasts are based on a 4-week impression average for the following media unit(s) during the selected time frame.

Market	Transit Agency	Product Type
New York	Taulbee Advertising	Partial Wrap Bus- Backs
New York	Taulbee Advertising	Full Wrap Bus
New York	Taulbee Advertising	Partial Wrap Bus- Kings
New York	Taulbee Advertising	Partial Wrap Bus- Queens

# Leverage Daily Insights

*With Campaign Manager*

Surface metrics in near-real time, giving your team a pulse on ad performance.

As your ads are rolling, know your impressions per mile, frequency, vehicle routes, demographics, consumer affinities and more.

Total Miles	Impressions per Mile
531,806.66	56.44
7,377,743.18	203.82
30,496,647.34	65.39
22,132,801.58	72.86
9,555,045.29	51.68
7,377,600.53	56.06
19,109,947.93	50.32

# Understand Incrementality

## *Utilizing Attribution Reporting*

Understand how many conversions are attributed to your ads and if your ads are driving desired business outcomes.

Attribution Reports are robust, full analysis overviews of actions your audience took after seeing your ads. These results include lift, exposure by hour and day, as well as a breakdown of demographics and affinities.

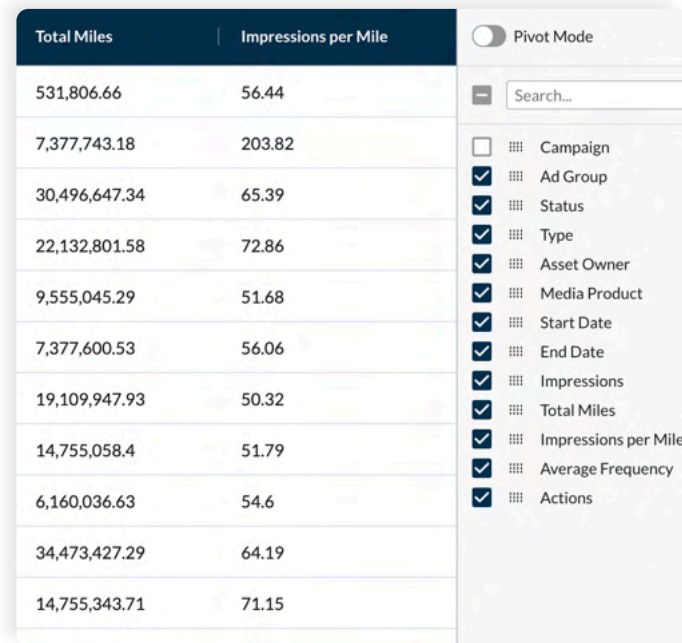


# Customize Reporting

## *In Reporting*

Tell better, data-driven stories with configurable reporting.

Columns and rows are fully customizable - pull a report with the setup you choose, and save your reports to refresh the metrics at any time.



Total Miles	Impressions per Mile
531,806.66	56.44
7,377,743.18	203.82
30,496,647.34	65.39
22,132,801.58	72.86
9,555,045.29	51.68
7,377,600.53	56.06
19,109,947.93	50.32
14,755,058.4	51.79
6,160,036.63	54.6
34,473,427.29	64.19
14,755,343.71	71.15

Pivot Mode

Search...

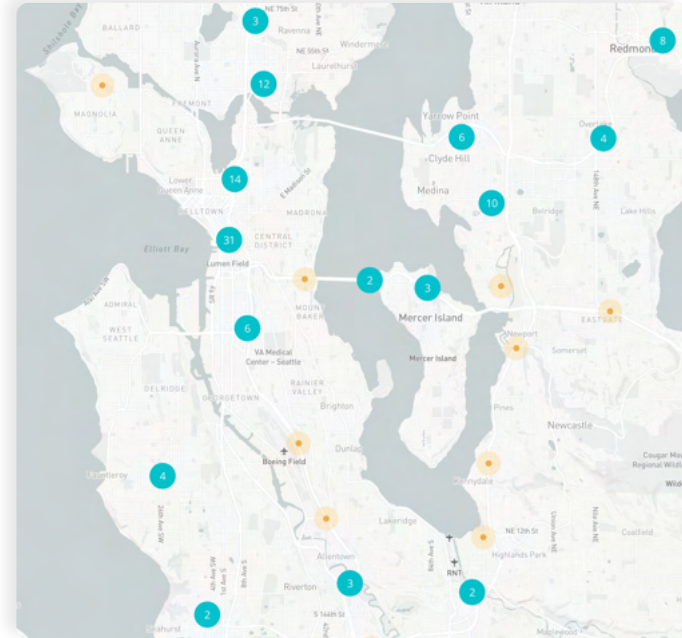
- Campaign
- Ad Group
- Status
- Type
- Asset Owner
- Media Product
- Start Date
- End Date
- Impressions
- Total Miles
- Impressions per Mile
- Average Frequency
- Actions

# Track Vehicles in Real Time

## *Utilizing Live Map*

Our Live Map allows you to see your vehicles' location in real time to hold your Transit Authority accountable to confirm vehicle movement and uptime.

Send your photographer to the exact location to snap a photo of your client's ad on your vehicle.



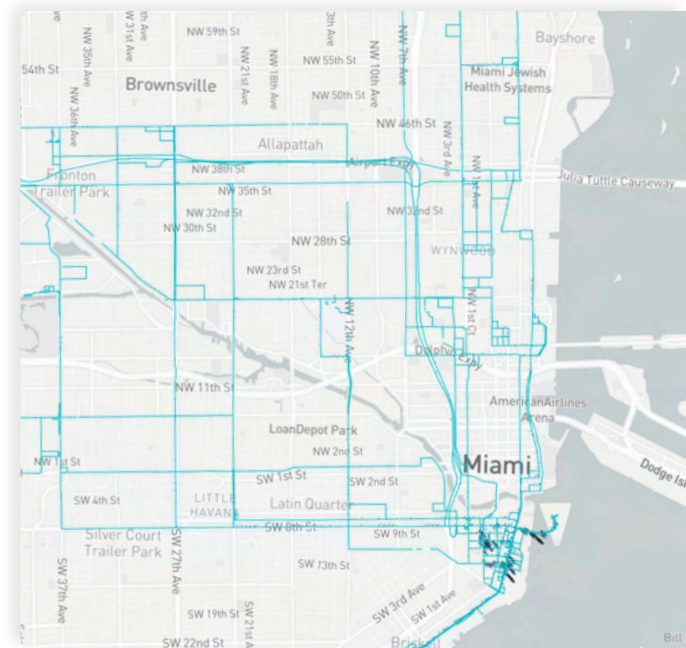


# Visualize Vehicle Routes

*Using Historical Map*

Verify your ad's route history to ensure delivery and coverage.

The Global Positioning System (GPS) on each vehicle enables precise vehicle measurement - customize the look of your maps to visually analyze your route performance.

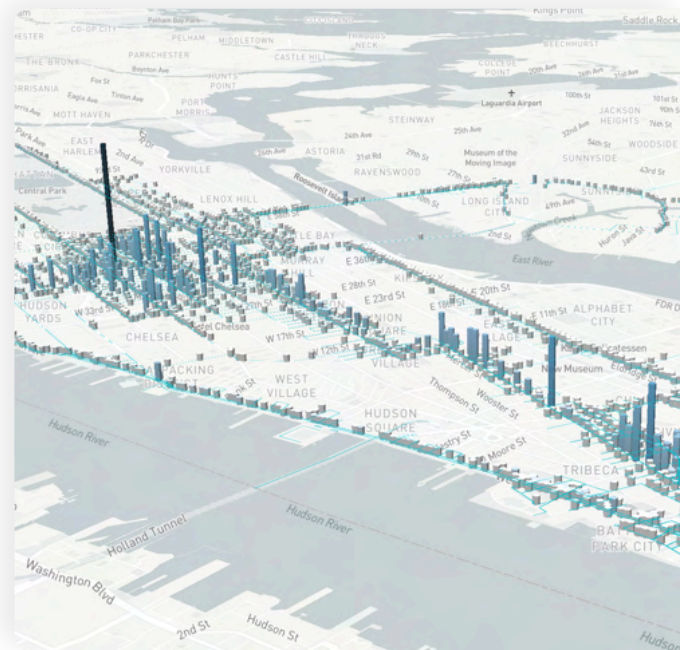


# Go Deeper with Map Filters

*Using Map Manager*

Bring your reporting to life with map filters, visualizing impressions along your routes and contextualizing ad performance around key points of interest.

Layer filters to identify the areas that generate the greatest return on investment for your campaigns.

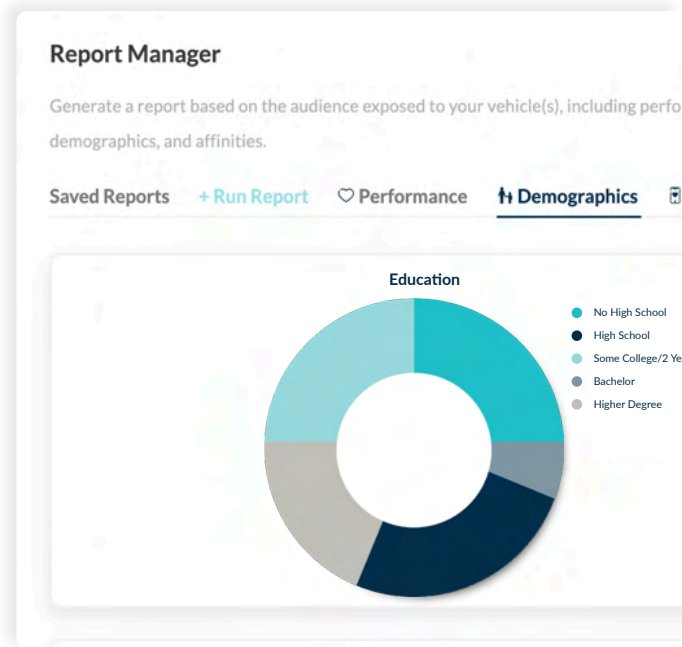


# Know Your Audience

## *In Reporting*

Gain perspective into your campaign's exposed audience and understand how your ads delivered to your target audience.

Demographic data includes Income, Education and Age. Insights are surfaced at the household census block level, which can be visualized using our map features and reporting charts.

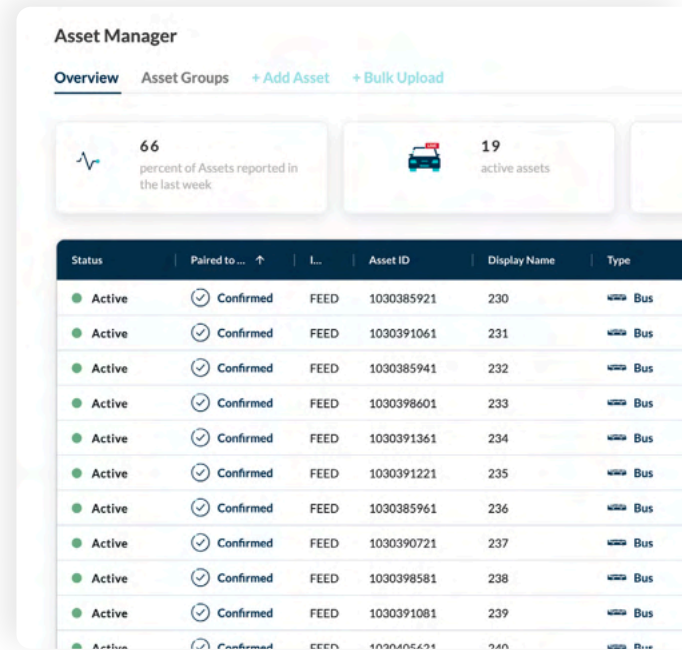


# Manage Vehicles Seamlessly

*Using Asset Manager*

Edit, group, and manage your fleet all in one place.

Keep tabs on the last time your vehicle was reported. There is no limit to the number of assets our operators can have – simply upload your vehicles and watch your metrics come to life.



The screenshot displays the 'Asset Manager' interface. At the top, there are navigation options: 'Overview', 'Asset Groups', '+ Add Asset', and '+ Bulk Upload'. Below this, two summary cards are visible: one showing '66 percent of Assets reported in the last week' with a line graph icon, and another showing '19 active assets' with a bus icon. The main part of the interface is a table with the following columns: Status, Paired to..., Asset ID, Display Name, and Type. The table contains 12 rows of data, all with 'Active' status and 'Confirmed' pairing.

Status	Paired to...	Asset ID	Display Name	Type
Active	Confirmed	FEED 1030385921	230	Bus
Active	Confirmed	FEED 1030391061	231	Bus
Active	Confirmed	FEED 1030385941	232	Bus
Active	Confirmed	FEED 1030398601	233	Bus
Active	Confirmed	FEED 1030391361	234	Bus
Active	Confirmed	FEED 1030391221	235	Bus
Active	Confirmed	FEED 1030385961	236	Bus
Active	Confirmed	FEED 1030390721	237	Bus
Active	Confirmed	FEED 1030398581	238	Bus
Active	Confirmed	FEED 1030391081	239	Bus
Active	Confirmed	FEED 1030390541	240	Bus

# Utilize Advanced Viewshed Tech

*By measuring any ad with StreetMetrics*

Our Visibility Cone technology dynamically defines the viewable area within proximity of an ad based on the vehicle type, ad type, ad size, ad placement, and ad duration (digital).

Exposure to your ad is determined using Opportunity to See (OTS) methodology, ensuring your reporting is aligned throughout the industry.



# Trust Your Verified Metrics

*With our stamp of measurement rigor*

We take measurement seriously. That's why we assign the Verified by StreetMetrics badge to every report – our seal that ensures our rigorous methodology was applied to your campaign performance reporting.

StreetMetrics stands by our commitment to data integrity, transparency, and privacy; all data is CCPA, GDPR, NAI Compliant.



# Educate with Visual Tools

*Using StreetCity, our interactive 3D experience*

Our virtual city outlines the methodology of StreetMetrics' measurement and attribution capabilities through an interactive experience.

Navigate around the city, filter for solutions, and hover over media assets to get a more visual understanding of our out-of-home measurement technology.

Explore StreetCity at [www.streetcity.streetmetrics.com](http://www.streetcity.streetmetrics.com).

**StreetCity**  
by StreetMetrics





# From Our Partners.

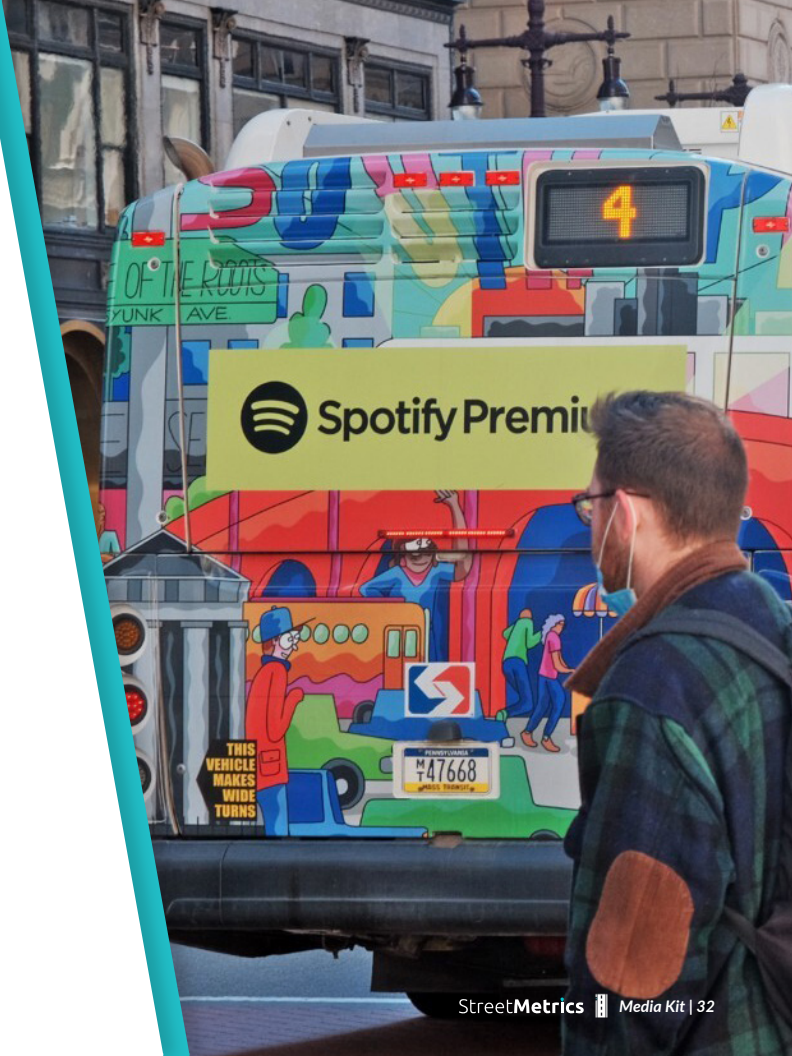




*“StreetMetrics’ best-in-class measurement solutions deliver the reporting insights and ROI metrics we need to prove bus advertising is one of the most efficient marketing tools available to brands.”*

**David Burrick**  
Chief Strategy Officer, Intersection

 Intersection





*“Transit Advertising has been a pillar of OOH advertising for decades but has been challenged by limitations on measuring moving vehicles. Through our partnership with StreetMetrics, that challenge is removed...”*

**Jim MacCurtain**  
CSO, Vector Media





*“StreetMetrics is propelling the moving out-of-home advertising industry forward by providing next-level reporting capabilities for the world’s largest media operators and brands.”*

**Barry Frey**  
President & CEO, DPAA





*“StreetMetrics’ complete set of measurement and attribution tools gives us the ability to provide our advertisers with data beyond just impression numbers.”*

**Ranjit Phagura**  
CEO & Co-Founder, Adload





# Let's Measure, Together.

Ready to partner? Reach out to [connect@streetmetrics.com](mailto:connect@streetmetrics.com)

*Moving Out-of-Home, Forward*