

DRIVING INNO VATION IN OOH

Contents

Overview → 02

New & Enhanced Datasets → 03

Data Partners → 05

Elevated OOH Measurement → 06

Digital Measurement → 07

Pedestrian Measurement → 08

Reach/Frequency Measurement → 09

Audience Profile Measurement → 10

Buy-Side Benefits → 11

Sell-Side Benefits → 14

Summary → 17

Let's get to it...

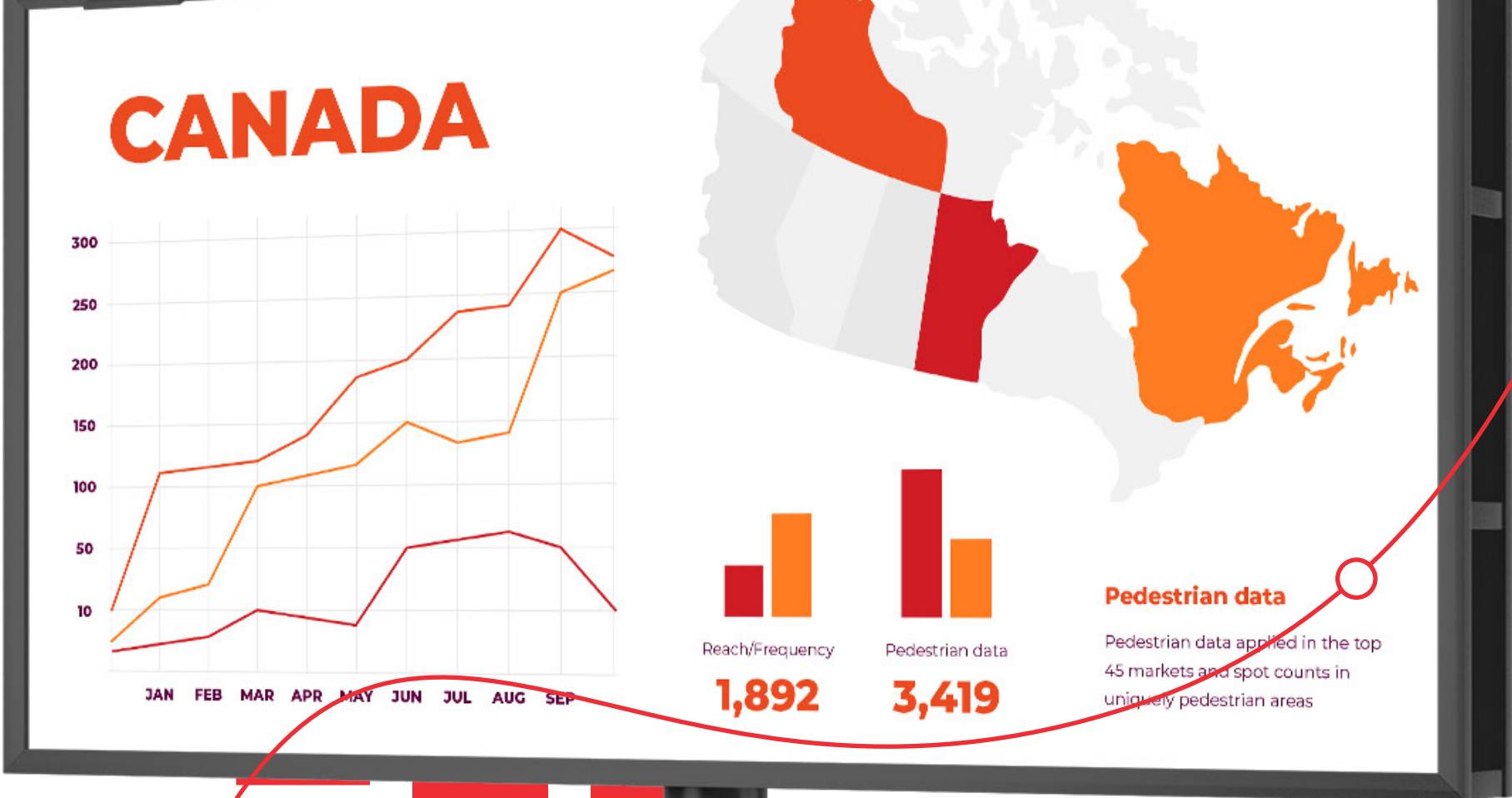
COMMB's New Methodology

COMMB's new methodology incorporates a variety of **sophisticated measures and data science techniques** to provide greater insights into audience activity to more precisely understand consumer behaviours of those exposed to OOH assets. We'll **highlight the changes** in methodology, data providers, key enhancements and benefits to the buy-side and sell-side.

COMMB.CA

CONFIDENTIAL

New & Enhanced Datasets /general



CONFIDENTIAL

~6.7 million

1

Access to data on over **~6.7 million road segments** across Canada.

2

Directional vehicular and pedestrian volume data by road segment.

3

Reach/Frequency (RF) in the top 45 markets by face for static and ad-play (spot) level for digital across all COMMB measured outdoor inventory.

4

Audience profiles (AP) in the top 45 markets for both outdoor and place-based venues.

5

Pedestrian data applied in the top markets and spot counts in uniquely pedestrian areas such as Yonge-Dundas Square.

6

Vehicular occupancy at the market level vs. previously available provincial level.

7

Illumination hours sourcing hourly volume data vs. a single factor previously used.

8

% of audience for each face and ad-play that live in-market and a list of outside markets that represents 1% or more of the total market audience.

New & Enhanced Datasets /digital

COMMB.CA

CONFIDENTIAL

1

Access to intersection flow data

identifying total vehicular movement and pedestrian volume of movement within an intersection i.e. % that turned left vs. right vs. went straight through.

2

Access to average
vehicular speed
data by road
segment.

3

Custom distance
visibility zones
(DVZ) by face
to account for
obstructions in
sight-lines.

4

Dwell time
extrapolation to
account for **ad-
play impression
calculation.**

5

Face level circulation and total
screen and ad-play impressions.
**Data available for 192 hourly
day-parts and 8 day-types**
(Mon -Sunday, +average day).

6

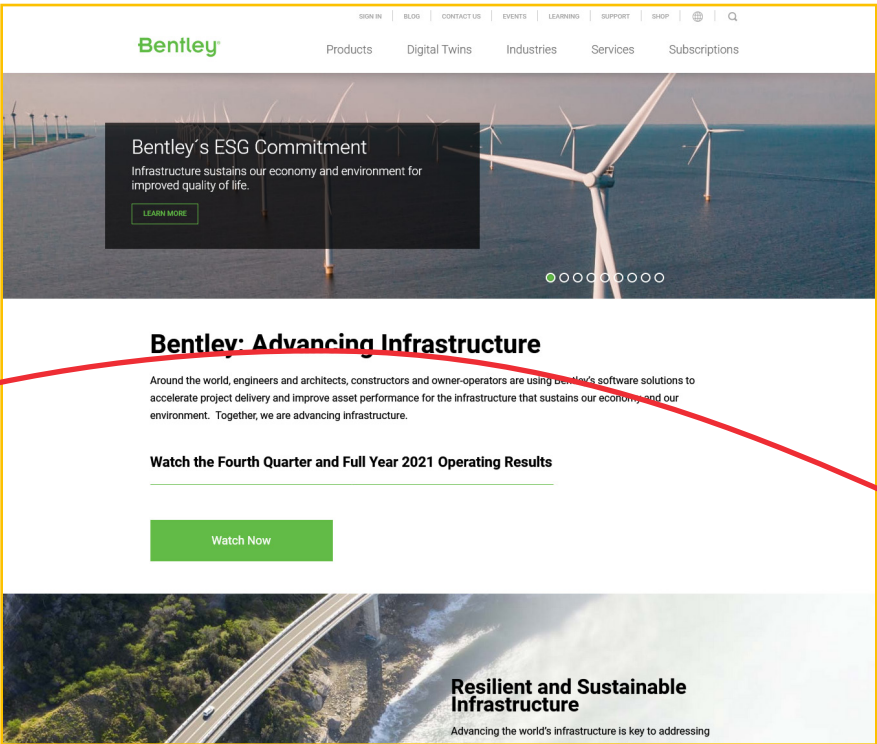
API ready for
**programmatic
integration.**



La grasse matinée
goûte meilleur avec

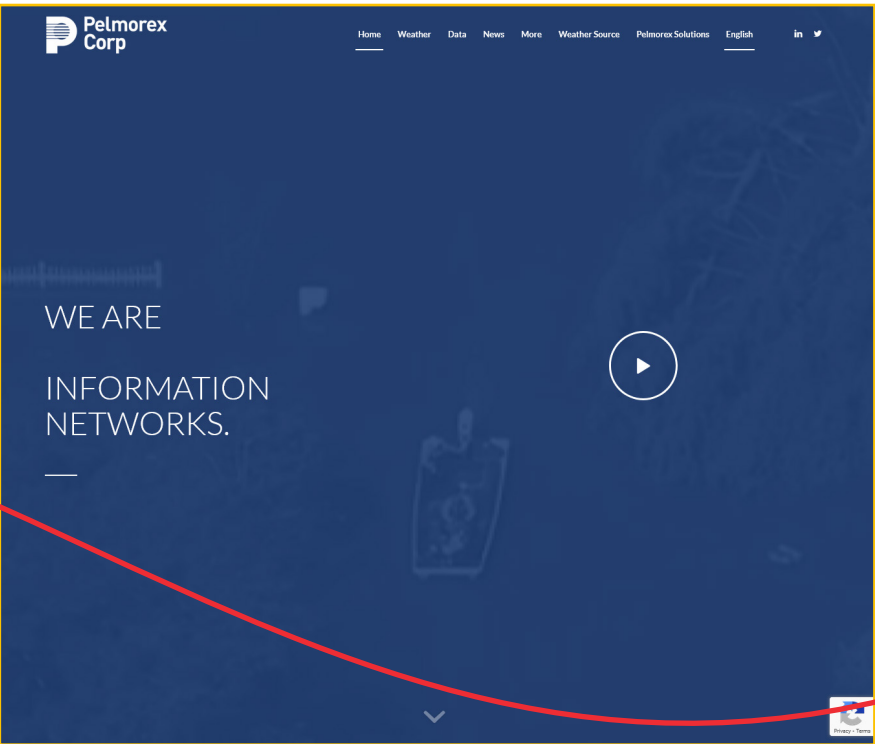
cook it
chefcookit.com

Data Partners



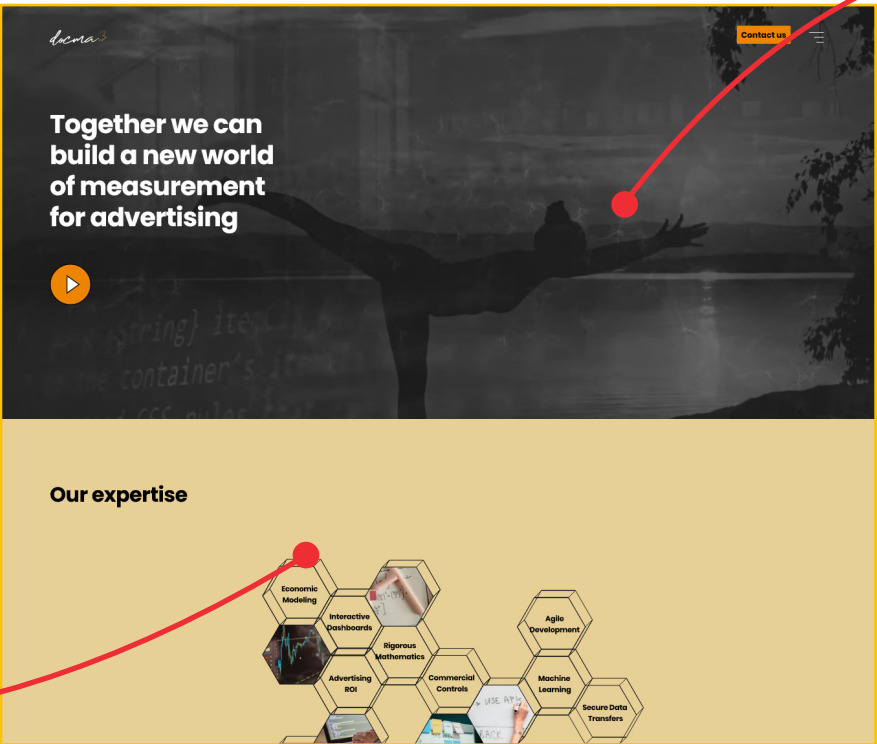
Bentley

A mobility analytics firm that designs and engineers data and software solutions including predictive transport models and products, such as Streetlytics, that help COMMB understand vehicular volume, speed, flow etc.



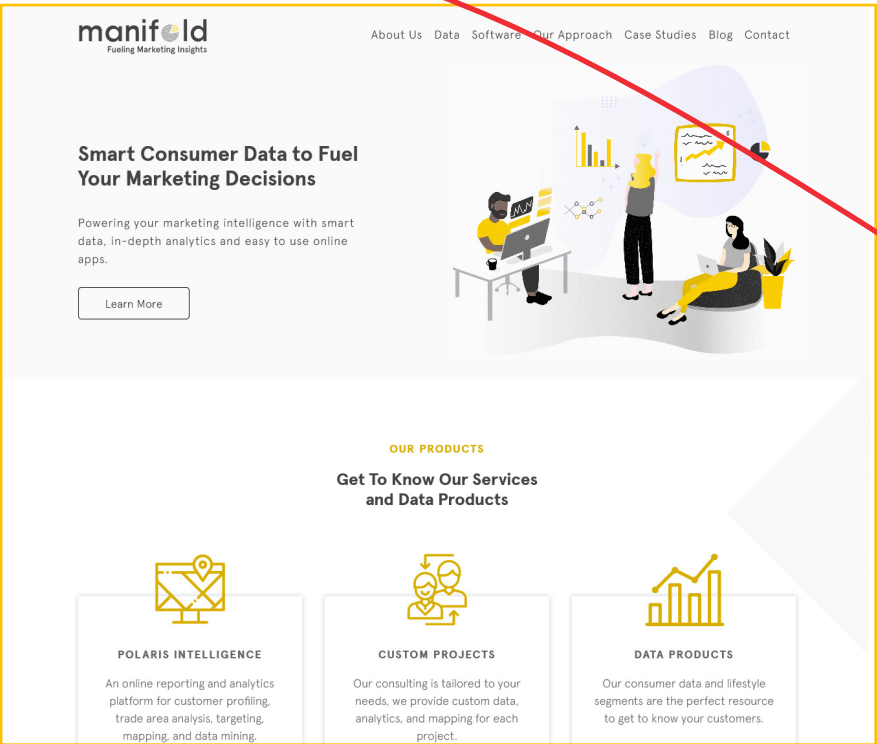
Pelmorex Corp.

A geospatial data partner providing trips data and home origin data to COMMB in the top 45 markets across Canada, feeding our Reach/Frequency (RF) model.



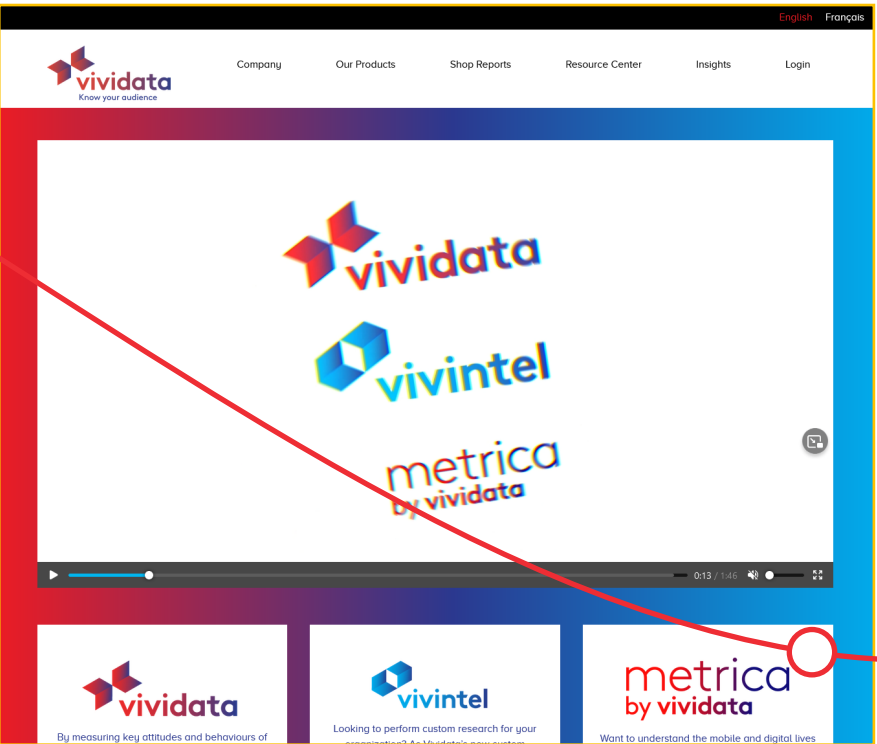
Docma

A data-science firm specializing in Reach/Frequency modelling, working with COMMB on the development of the RF model for outdoor and the Audience Profiling for outdoor and place-based.



Manifold Data Mining

A marketing intelligence company providing COMMB with demographic insights and market population data used in our Audience Profiles (AP).



Vividata

A marketing intelligence company providing COMMB with product variable insights used in our Audience Profiles (AP).

ELEVATED OOH MEASUREMENT

[COMMB.CA](https://commb.ca)

CONFIDENTIAL

Digital Measurement

COMMB.CA

IDENTIAL

1

Leveraging the digital datasets, COMMB provides standardized impressions for the industry with COMMB **verified hourly impression data, by day, as well as by mode – vehicular, pedestrian or a combination** of both – reported at the screen and ad-play level.

3

Ability to **provide agency trading desks and 360 planners with DOOH reporting** that aligns more closely to that of native online.

4

Reach/Frequency(RF) and Audience Profiles (AP) available in the top 45 markets, providing flexible options for buying and selling.

2

Screen and ad-play impressions vary based on number of spots and the spot length time as the methodology accounts for speed, visibility and dwell time.



Pedestrian Measurement

Pedestrian data is available for COMMB
measured outdoor faces within the top markets
and additionally in these key pedestrian hubs:

Yonge-Dundas Square,
Toronto



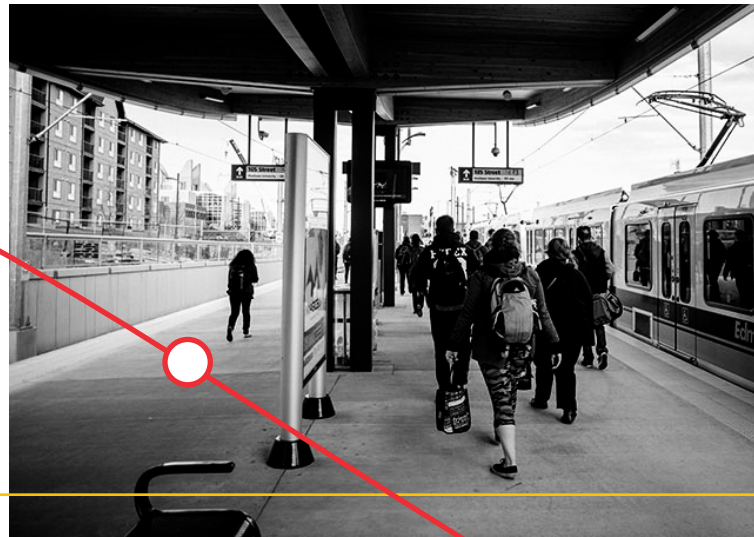
Parc Metro,
Montreal



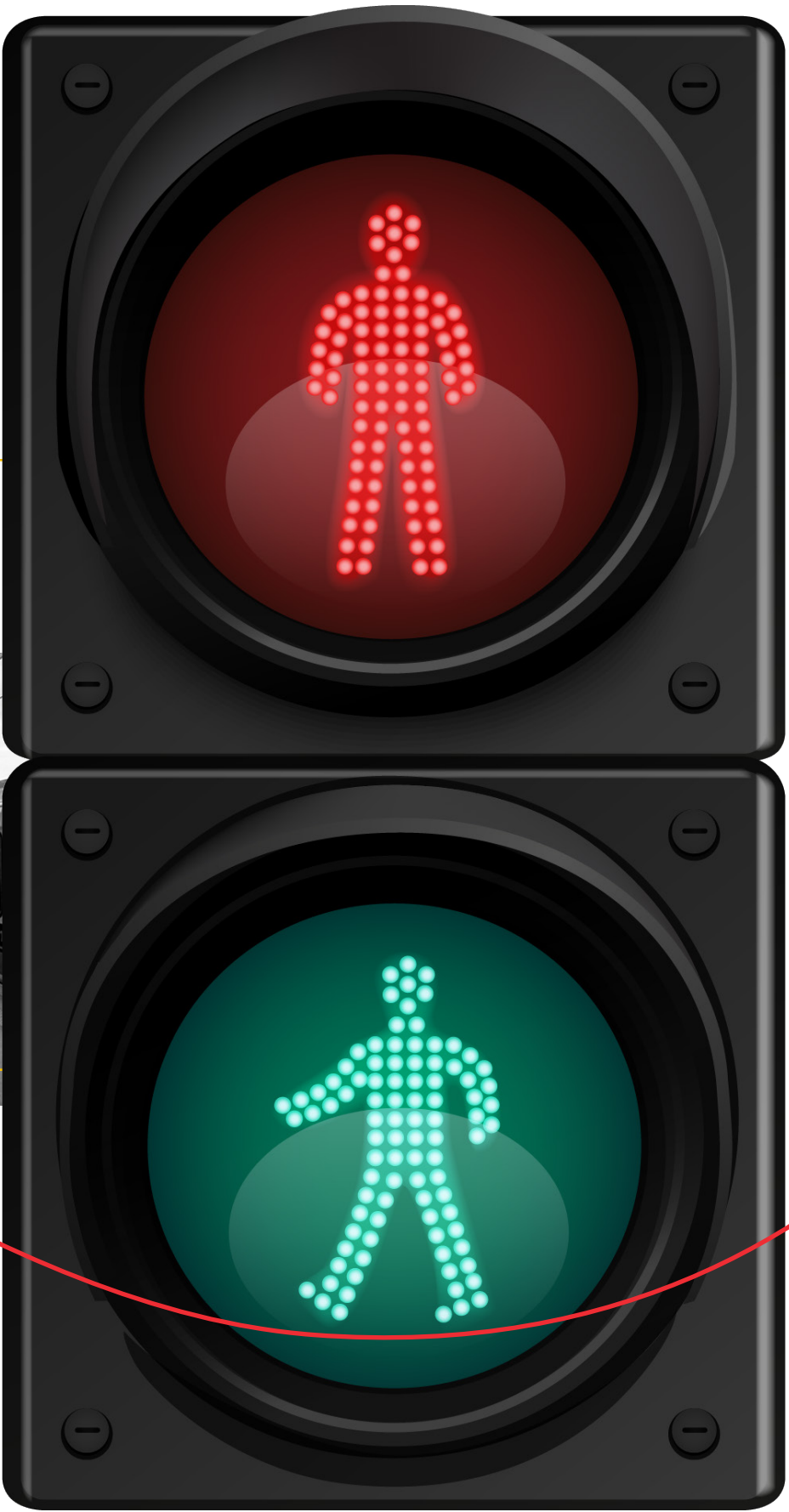
Robson Square,
Vancouver



Kingsway Transit Centre,
Edmonton



Pedestrian data provides a more **comprehensive representation of audiences** exposed to street-level products. Capturing both vehicular and pedestrian consumers provides more granularity to COMMB's circulation and impression data.



Reach/Frequency Measurement

1

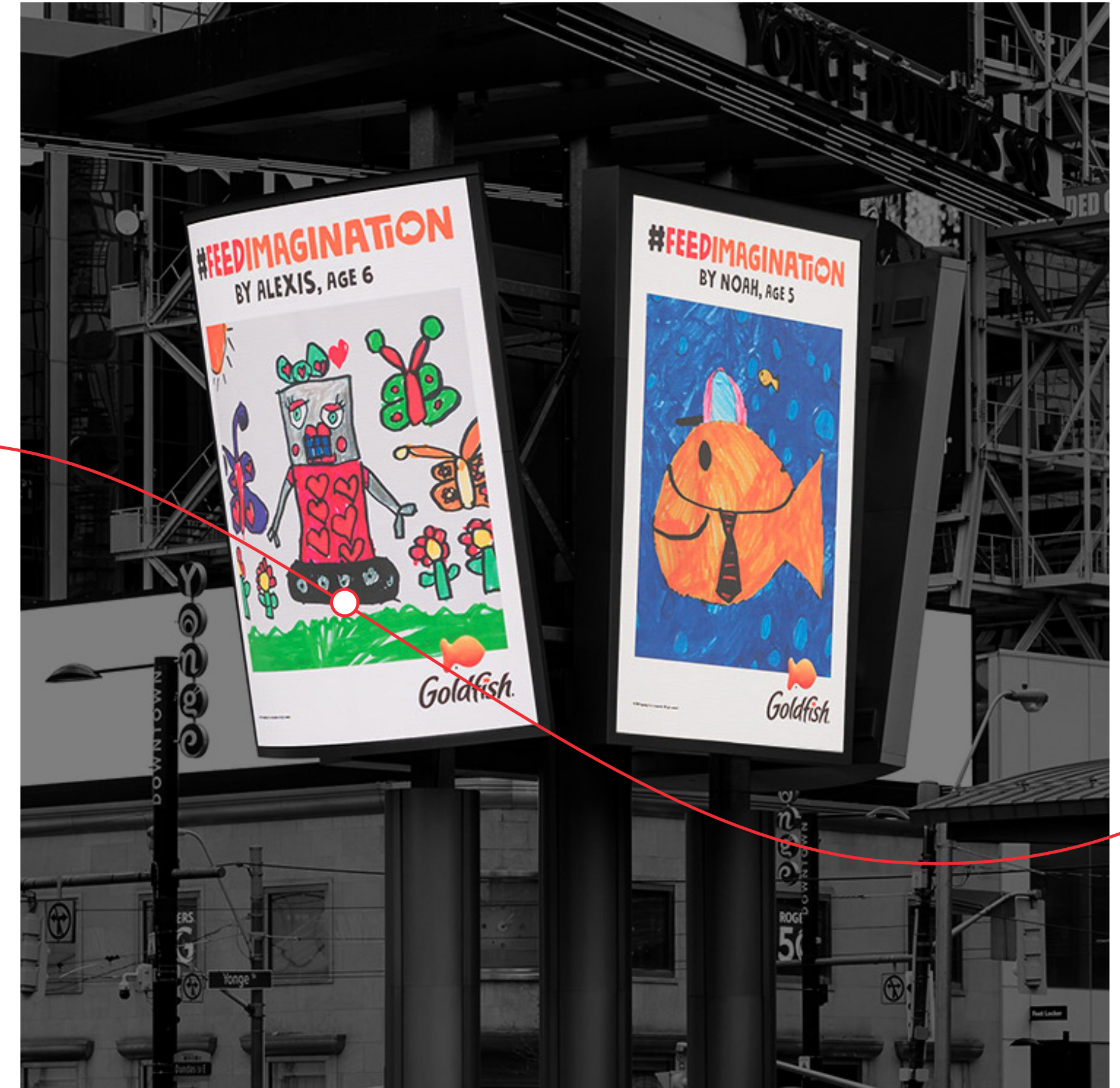
Enhanced Reach/Frequency (RF) modelling for outdoor assets **accessible to all COMMB members**, with no licensing fee required, leveraging mobility data to understand consumers 'trips'.

2

RF available in the top 45 markets, including DOOH inventory, at the face and ad-play level, with market and product averages available as well.

3

In-Market analysis of your target audience as well as 'spill' reporting the top markets which represents 1% or more of the total market audience - providing you an **understanding of unique vs. repeat impressions**.



Audience Profile Measurement

1

New Audience Profile (AP) data **provides demographic, psychographic and lifestyle / product insights** for outdoor assets and place-based venues in the top 45 markets.

2

Profiles are created by **understanding mobile location 'trips' data** within exposure range of outdoor assets and footprints of place-based venues, correlated to home neighbourhood (defined as a 'devices persistently resting location during overnight'). The postal code of the home origin is then matched with StatsCan, Manifold and Vividata insights.

3

The results highlight the **target audience index** in relation to the market population and show high and low performing locations, allowing planning optimization.



4

Visualize your results in a mapping environment, highlighting outdoor and place-based locations that that speak to your target audience within proximity to other POI.



BUY-SIDE BENEFITS

A decorative yellow line with three dots. One dot is on the 'E' of 'BUY-SIDE', another is on the 'T' of 'BENEFITS', and the third is further to the right, connected by a curved line that spans across the middle of the slide.

[COMMB.CA](https://commb.ca)

CONFIDENTIAL

Agencies & Brands

1

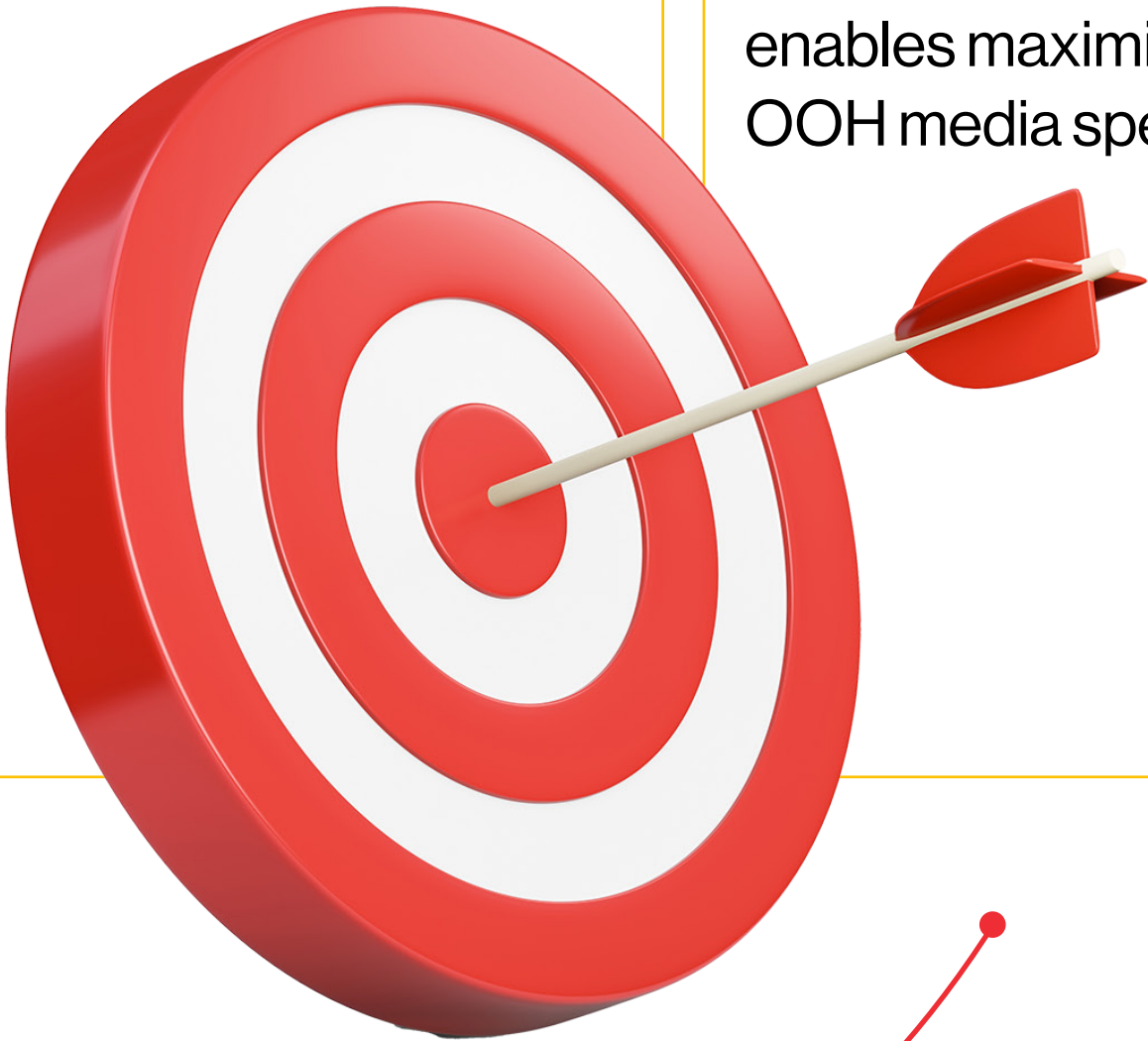
Today's marketing dollar is more precious than ever, marketers and brands expect **precise metrics to determine where to invest and to highlight ROI.**

2

COMMB's latest advancements in OOH measurement **equips buyers with the insights necessary to more effectively compare OOH with other omni-channel media formats**, with the goal of increasing OOH's presence in media mix modelling.

3

Our new data will help marketers **build highly customizable and accurate media plans** based on real-world location data that enables maximization of OOH media spend.



Benefits

RF & AP

Understanding consumer 'trips' delivers enhanced data accuracy and enables R/F to be calculated at the face level.

Provides high/low indexing faces by target audience and the ability to search faces that skew towards a **specific target audience**.

Circulation

Over **~6.7 million road segments** means COMMB no longer has to average two-way vehicular volume, directional differences are reflected in the new data, for example: East-bound highway daily average traffic may be 5% higher than west-bound traffic due to the availability of alternate routes etc.

Pedestrian

Additional pedestrian data means **greater representation of total audience** exposures in high foot traffic areas.

Digital

Platform agnostic pDOOH screen and ad-play impressions with the **availability of industry standard screen and ad-play impressions**.

Provides a comparable currency to native online media making omni-channel campaigns easier to execute.

Availability of screen and ad-play impressions enables **broader opportunity to collaborate** with agency trading desks, digital teams or 360 planners for MMM.

General

Greater **insights available at the face(s)/screen(s)/ad-play level** as well as traditional market level.

Ability to **quantify the value of each location** relative to client requirements.

In-market % available at MOP & face-level provides planners/buyers with opportunity to diversify buying strategies, for example: inclusion of smaller market locations that have a large spill of out-of-market audience from a larger market in a national buy, increasing reach.



SELL-SIDE BENEFITS

[COMMB.CA](https://commb.ca)

CONFIDENTIAL

OOH Companies

OOH sales teams are **hustling more than ever** to maintain their fair share of ad-spend. An onslaught of digital transformation has shone a light on DOOH and pDOOH in market news, whilst we know traditional OOH still commands over 80% of total OOH ad-spend. This means **OOH companies need to ensure they have insights** for their traditional static media that compete with those offered in DOOH and native online. With COMMB's new methodologies, **this is exactly what we're providing!**



Benefits

RF & AP

Understanding consumer 'trips' delivers enhanced data accuracy and enables R/F to be calculated at the face level.

Provides high/low indexing faces by target audience and the ability to search faces that skew towards a specific target, allowing OOH companies the ability to dispel perceptions of a 'poor location' due to geographical proximity or location.

Proactively pitch under-utilized faces by researching potential target audience compositions.

Analyze your 'spill' markets leveraging the out-of-market audience reported to increase sales recommendations.

Circulation

Access to over ~6.7 million road segments across the country mean COMMB no longer has to average two-way vehicular volume.

Directional variances are reflected within the data - making real-estate prospecting and planning more accurate and efficient.

Market level vehicular occupancy reflect passenger variance across markets.

Availability of hourly data enhances accuracy of unlit and partially lit face circulations, no longer using a simple reduction factor for unlit or partially lit, now assessing each face's hours of illumination to the average twilight hours.

Digital

Standardized impressions means a level playing field for all OOH companies with DOOH and pDOOH reporting.

Reporting process simplified due to availability of ad-play impressions.

Enables broader opportunity to work with agency trading desks, digital teams or 360 planners.

Provides a comparable currency to native online media making omni-channel campaigns easier to execute.

192 hourly, day-of-week data points for hyper-granular impression reporting necessary in pDOOH.

Pedestrian

More comprehensive representation of total audience exposures, especially for street-level products.

More pedestrian data means greater representation of high foot-traffic areas.

General

Greater insights available at the face(s)/screen(s)/ad-play level as well as traditional market level.

Ability to quantify the value of each location relative to client requirements.

In-market % available at MOP & face-level provides planners/buyers with opportunity to diversify sales strategies, for example: inclusion of smaller market locations that have a large spill of out-of-market audience from a larger market in a national buy, increasing reach.

ROADMAP SYSTEM IS API READY.

SUMMARY

COMMB has been working diligently to provide not only **updated datasets and methodologies**, but also developing our proprietary tool, **ROADMAP**. This comprehensive production and planning system is set to **launch in September, 2022** with user acceptance testing (UAT) beginning in June/July. Stay in touch for the latest COMMB updates and reach out for more details!



Get in touch:

111 Peter St., Suite 605

Toronto, ON, M5V 2H1

(416) 968-3823

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[commb.ca](#)