

WHO IS GEOPATH?

Geopath was formed **for** the OOH industry **by** the OOH industry, with the sole purpose of auditing and measuring audience. Measuring the OOH industry is our only priority. We ensure an **objective** and **universal** currency.

About Geopath

- Established in 1933 (originally the Traffic Audit Bureau for Media Measurement)
- A Not-for-Profit governed by a tripartite board of advertisers, agencies, and media companies
- Over 1,000 member companies, representing more than 250 organizations
- Measuring 1MM+ advertising units, including roadside, transit/fleet, and place based (coming soon!)



THE BUILDING BLOCKS OF OOH MEASUREMENT

REACH & FREQUENCY

- Mobile device data

DEMOGRAPHICS

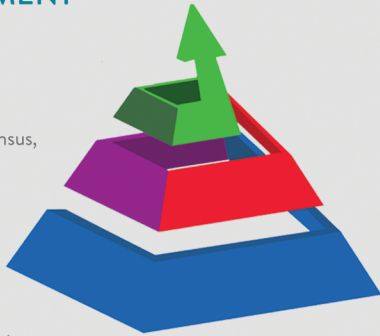
- Claritas, GFK MRI, US Census, US Government data, etc.

VISIBILITY RESEARCH

- Eye tracking studies
- Speed Data

CIRCULATION COUNTS

- Anonymized Mobile Trip Data
- Traffic Counts From DOTs



AUDIENCE. LOCATION. MEASUREMENT.

Geopath leverages anonymous mobile location data and audience insights to reveal the unique characteristics of every OOH location we measure. This enables media buyers, sellers, and advertisers to strategically plan and execute effective OOH advertising campaigns.

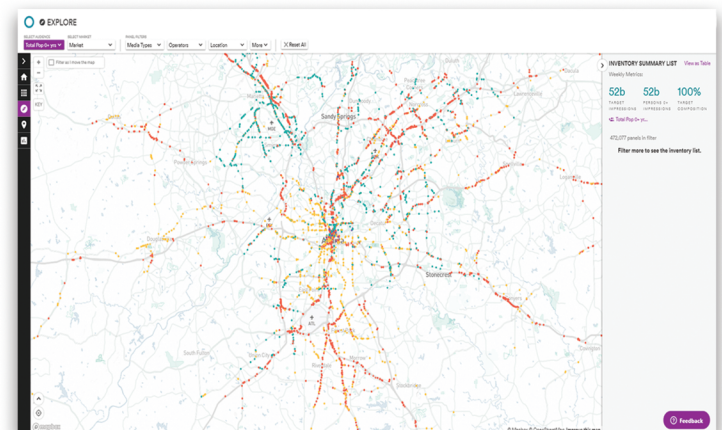
We are the industry standard, powering a smarter OOH marketplace.

ADVANCED OOH MEASUREMENT

Geopath's new insights and measurement platform curates information from all roadways in the U.S. to produce a fully contextualized movement model of the entire population. The new Geopath Insights Suite **makes it easier to plan, buy and sell out-of-home media** with confidence.

Geopath's Insights Suite:

- Enhances core building blocks of measurement – Circulation, Visibility, Demographics, Reach and Frequency – with precise, anonymized mobile location data
- Delivers tens of thousands of audience demographics and profiles, enabling advertisers to understand and target their true audience
- Incorporates traffic volumes, vehicular occupancy, and pedestrian volume integrated with trip movement data from connected cars and over 150 million mobile devices



If you have any questions or comments, please reach out to geekout@geopath.org!