

Section 4:

Plan Execution and Post-Campaign Analysis

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Post-Campaign Analysis with Current Annual Data Set

The current cadence of Geopath Insights data updates is annual, which does not allow for post campaign analysis of audience delivery, except for extremely long campaign timelines.

Future Capabilities Using Temporal Data Sets

However, future updates will shorten this cycle to the point where data will likely have been updated between the planning cycle and the execution of the campaign.

At that time, it would be possible for advertisers to pull audience delivery data based on the inventory purchased and compare that against the audience impressions expected from the plan.

Information could include:

- Did the plan over/under deliver for total impressions, target impressions, reach, etc.?
- Were there particular pieces of media that over/under delivered?
- Were there particular geographic areas that over/under delivered?

This information would be useful for both reporting added value to the advertiser, and for further refining future OOH planning to maximize efficiency for the advertiser.

As new temporal datasets (e.g., seasonal data) become available, this document will be updated to reflect the changes to the planning, buying, and selling process.