

# Section 5:

## Frequently Asked Questions

## Section 5

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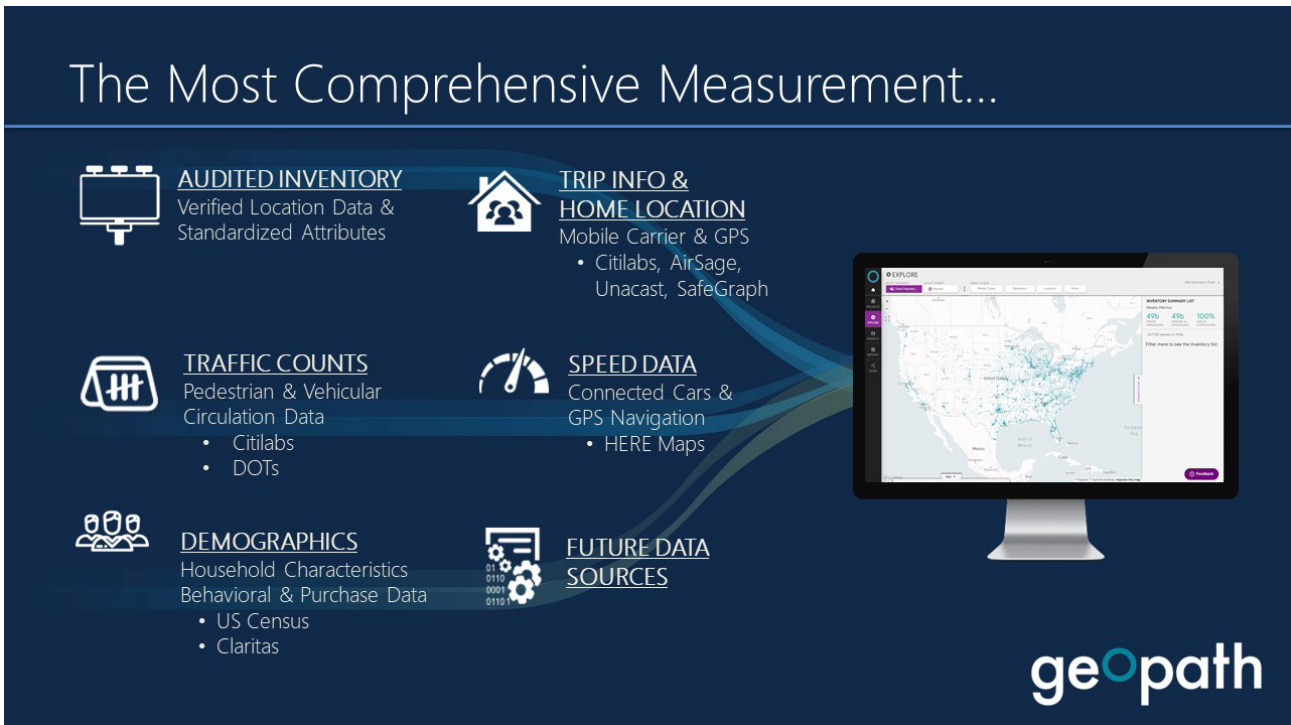
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**Q: Why did the industry decide to make this change in measurement?**

A: The Geopath membership decided to make an investment in our industry's currency, enriching the system with data from mobile devices, connected cars, and GPS systems to ensure that our organization can provide the state-of-the-art and responsible metrics that today's advertisers are demanding from publishers across all channels.

**Q: Where does Geopath get all the data that it uses for its measurement?**

A: Geopath partners with multiple data providers. Below is an overview of the current data partners/sources and how the data informs our Geopath Insights.



**Q: What are some of the benefits of all this data?**

A: Geopath Insights are designed to enhance storytelling through mobile data, richer audience profiling capabilities, seasonal travel variation, and detailed audience targeting by time of day.

**Q: How do I explain to a client if their impressions have decreased (or increased) on inventory they purchased previously?**

A: Geopath is our governing measurement body that powers a smarter OOH. The data and inputs that go into the measurement methodology today are more precise vs. 12+ years ago. The new industry comparison standard and selection metric is to focus how well a unit indexes and/or its percent composition for the desired audience against the market average. An example of this can be found in the *Responding to an RFP* section of this document. If further explanation is needed, you can also refer to the table in the *How Impressions Have Evolved* section of this document for more detail on the factors impacting the change in impression. A one-page infographic of this table is also available in the geekOUT Library section of Geopath's website ([www.geopath.org](http://www.geopath.org)).

**Q: What if I have a client with a year-long plan that starts before the end of 2019? What impression numbers do I use?**

A: We recommend pulling impressions for the remaining part of 2019 using the current impression data, and then use the new impression data for 2020. If needed, you can compare the percent change in impressions (yesterday to today) for the plan, and then compare that to the changes for the overall market to help the client understand how the new plan compares. For metrics such as reach and frequency, the underlying calculations have been improved so significantly that you will, unfortunately, not be able to calculate a single metric for plans that overlap the transition period.

**Q: What factors most impact the change in impressions for a given unit?**

A: There are several components that impact changes in impressions. They are:

- Vehicular traffic
- Persons per vehicle
- Pedestrian traffic
- Illumination
- Speed /dwell time
- Visibility adjustment
- Home location

For more information on each of these components and how they impact impressions, you can refer to the table in the *How Impressions Have Evolved* section of this document. A one-page infographic of this table is also available in the [geekOUT Library](http://www.geopath.org) section of Geopath's website ([www.geopath.org](http://www.geopath.org)).

**Q: How is Geopath protecting the privacy of data?**

A: Geopath does not leverage any personal identifiable information for its measurement. The data is anonymized and aggregated to the Census Block group level by Geopath's data partners before it is used for developing Geopath Insights.

**Q: What is the Geopath Futures Council?**

A: The Futures Council was formed as an advisory group made up of experienced thought leaders from across the OOH industry to help Geopath prepare for the future and successfully navigate the ever-evolving advertising landscape. The council is comprised of planners, strategists, researchers, and sales leaders from agencies and operators across the industry. More information about the council's mission and members can be found in the *Acknowledgments* section of this document.

**Q: The document mentions that Geopath Insights will be evolving, how do I find out when there have been updates?**

A: Geopath will continue to enhance its new measurement and insights over the coming months. To keep updated on any changes, you can review the release notes section in the [Geopath API Portal](#) and/or the [Geopath Insights Suite](#). We will also communicate updates and changes through our newsletter and during our monthly OOH Office Hours training sessions. If you would like to start receiving our newsletter, please reach out to us at [geekOUT@geopath.org](mailto:geekOUT@geopath.org).

**Q: What if I have additional questions? Where can I find more information and support?**

A: If you have any additional questions, you can always reach out to us at [geekOUT@geopath.org](mailto:geekOUT@geopath.org). This is our digital help line. You can use this for questions on anything in this document, but also for a variety of other needs such as data requests, password resets, and/or custom training.

Additional training materials are also available in the [geekOUT Library](#) section of our website. There you will find a variety of training videos, one-pagers, and presentations that will help anyone in the industry learn about the foundations of OOH measurement and how to use the new Geopath Insights.