

General Overview

Q: Why is Geopath releasing impression variation reports for the 2020 out-of-home impression projections?

A: Geopath's objective is to provide accurate and standard audience measurement for out-of-home advertising. Traditionally, this has been done through forecasting based on historical trends, which while highly reliable, does not allow for the drastic shifts such as those resulting from the COVID-19 crisis. Geopath is releasing impression variations to allow operators, agencies and advertisers to see and understand the directional impact of changes due to COVID-19.

Q: What markets will be included in the variation reports?

A: Geopath will be providing these reports across the entire US by Core-Based Statistical Area (CBSA). Areas that do not fall within a defined CBSA are listed as "Rural [state name]" within the associated state.

Q: For which OOH inventory will impression variation reports be available?

A: All Geopath-audited roadside formats (including street furniture) are included in this report.

Q: Will impression variation reports be available at the panel level?

A: Reports will be provided by market per media type for guidance, but impression variation data will not be reported at the individual unit level.

Q: How often will the data be updated?

A: These figures will be calculated and provided weekly with data from two weeks prior. For example, the update on May 18th will include the week of April 27th – May 3rd.

Methodology

Q: How does Geopath produce the data in the impression variation reports?

A: Geopath uses a curated panel of mobile devices to create a representative sample using near real-time device level activity data observed each week from mobile location services to provide average impression variation reports and confidence intervals by market and product. Geopath leverages 1) the curated mobile device panel activity within inventory unit viewsheds, 2) the relative activity of each individual device compared to the curated panel of devices every week, and 3) the activity of all of the devices within the curated panel across each geography.

Q: What is the source for the data used to produce the impression variation reports?

A: Geopath leverages opt-in location data captured daily by two of the largest mobile geolocation data providers. The device data is weighted against current year population data from Claritas. The mobile activity and movement data were calibrated using the Federal Highway Administration traffic data.

Access

Q: Who will have access to the impression variation reports and where can I find them?

A: Geopath impression variation reports are available to Geopath members only and can be accessed via the Geopath Insights Suite using your Geopath log-in credentials. The Geopath Daily Mobility Dashboard is public facing for use by the entire OOH industry, regardless of Geopath membership status.

Q: For how long will Geopath continue to produce impression variation reports?

A: The need for this report will be evaluated on a weekly basis as Geopath monitors the impacts of COVID-19.

Q: How can I set up my Geopath log-in credentials or receive reporting help?

A: Reach out to us at geekOUT@geopath.org.