



FIVE YEAR RETROSPECTIVE

2015 - 2020



So much has happened over the past 5 years here at Geopath. We're all moving so fast, looking to the future, that we don't often take time to reflect on all the milestones and achievements. We wanted to pause for a moment, to take a look back over the past five years, and to celebrate all that we have accomplished together to help Geopath and the entire OOH industry move forward. As always, we are grateful for all the support from our members and our Board of Directors. We could not have come as far as fast without all of your support and guidance.

Our Organization

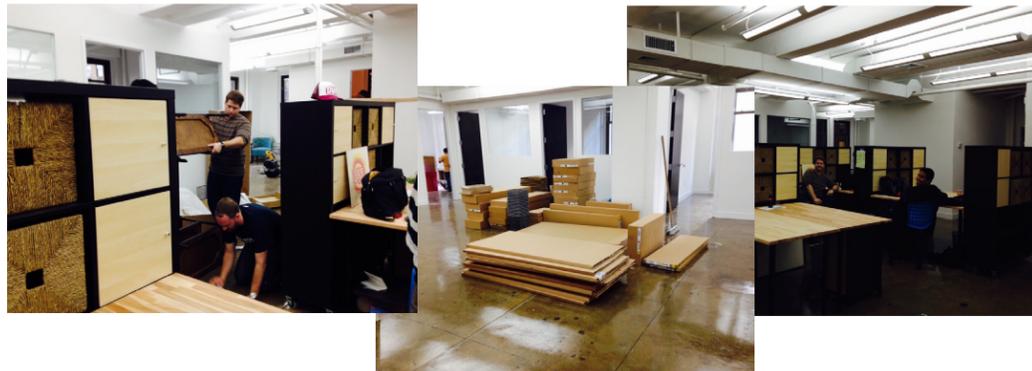
Undoubtedly, one of the biggest changes for our organization over the past 5 years was our rebrand from the Traffic Audit Bureau for Media Measurement (TAB) to Geopath on September 19th, 2016.



Some of the Highlights

Along with that massive organizational overhaul, we have also:

- Increased in all KPIs versus TAB, growing throughout the last 5 years (Benchmarking Survey)
- Overhauled organizational structure, identified multiple issues, and restaffed
 - Cleaned up legacy financial issues created by prior VP, Finance
 - Outsourced finance & HR
 - Restructured and established new Marketing Operations and Product teams
- Moved office from Madison Avenue to Times Square with no budget
 - Kym & staff built the furniture!



- Established internal processes for finance, HR, operations etc. where there were none before, including Bill.com, Paychex, DocuSign, etc.
- Converted the office to Office 365 in 2018 to ensure office could work remotely. Also, onboarded Teams and Zoom in 2019
- Implemented a new CRM platform (Dynamics) that includes a member database and ticketing system

Membership

In addition to adding new member classes such as remarketers and associate advertisers, our membership has grown **112% since 2015** (so far!).



Communications and Outreach

Speaking Engagements

Over the last 5 years, Kym, Sott and the rest of the team have been featured at countless speaking engagements, including: ANA, ARF, Fefe/WOO, DPAA, DSE, Alooh, CIMM, Multiple State Associations, SampleCon, CES, LOAC, AAF, AdClub, and more!



Social Media Presence

We've also built up a social media presence, significantly expanding on the limited presence the TAB had, now with thousands of followers across our four key social channels: Twitter, LinkedIn, YouTube and Instagram.



2,000+ Followers



1,300+ Followers



60,000+ Views



1,100+ Followers

New Website

With the rebrand and organizational switch from TAB to Geopath, we also fully overhauled our website and branding. Additionally, we launched a blog that includes member spotlights, highlighting some of the amazing work done by our member organizations.



Awards

- Geopath is currently a finalist for a 2020 Cynopsis AdTech Award (award pending in December)
- Kym was named a Top Woman in Media by Cynopsis in 2020
- Kym was named a top Female Entrepreneur by NJBiz 2020
- Dylan is a finalist for the Market Research Council's Game Changers Award for 2020
- Geopath was a finalist for the Street Fight Innovator Awards in 2019



Other Recognitions and Initiatives

- Kym was nominated for, and won, the position of Treasurer of the MRC in 2019. She has now taken the position of Vice President for 2020-2021.
- Kym founded and leads the Global OOH Research Leads, a council that brings the leaders of OOH Research across the globe together to collaborate on OOH Measurement Best Practices.
 - This group now reports into the World OOH Organization
- Kym is Co-Chair of the Digital Signage Federation's Global Digital Out-of-Home Council

Conferences

In the last 5 years, we've hosted two wonderfully successful Geopath/OAAA conferences - one in Boca Raton, FL and in Austin, TX. Our GO2018 Conference in Austin brought in record-breaking attendance!



On top of that, we successfully pivoted our 2020 conference to a fully-virtual event on a tight timeline, with content curated for free! To date, we have **36 videos** with over **2,300 views!**



Products

Tools and Software



- **OOHPlan** – Nielsen was hosting this market average planning service on their IMS platform. Our largest members were paying close to \$200K annually for this service. Nielsen decided to discontinue their service. In 2016, Geopath launched a platform with the same functionality at no incremental cost to our members.



- **Inventory Explorer** – This free tool illustrates the OOH inventory that exists in markets around the country for people interested in buying advertising. Many advertisers report finding this tool very valuable.

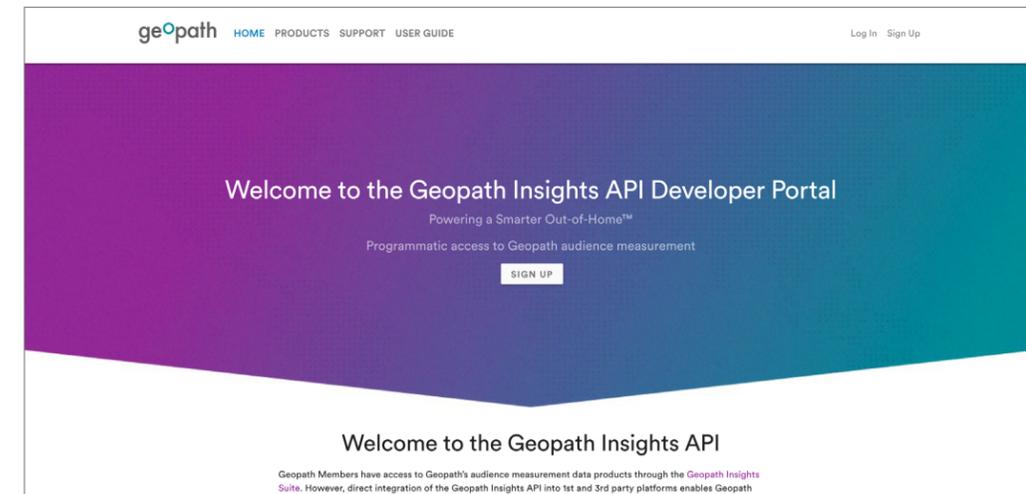


- **Atlas** – This internally developed solution allows for accurate inventory auditing for roadside media. The application has also been built upon the Inventory Management APIs which will be rolled out for member beta preview later in 2020. This integrated connection of inventory management systems will boost accuracy and speed up the auditing and measurement process.



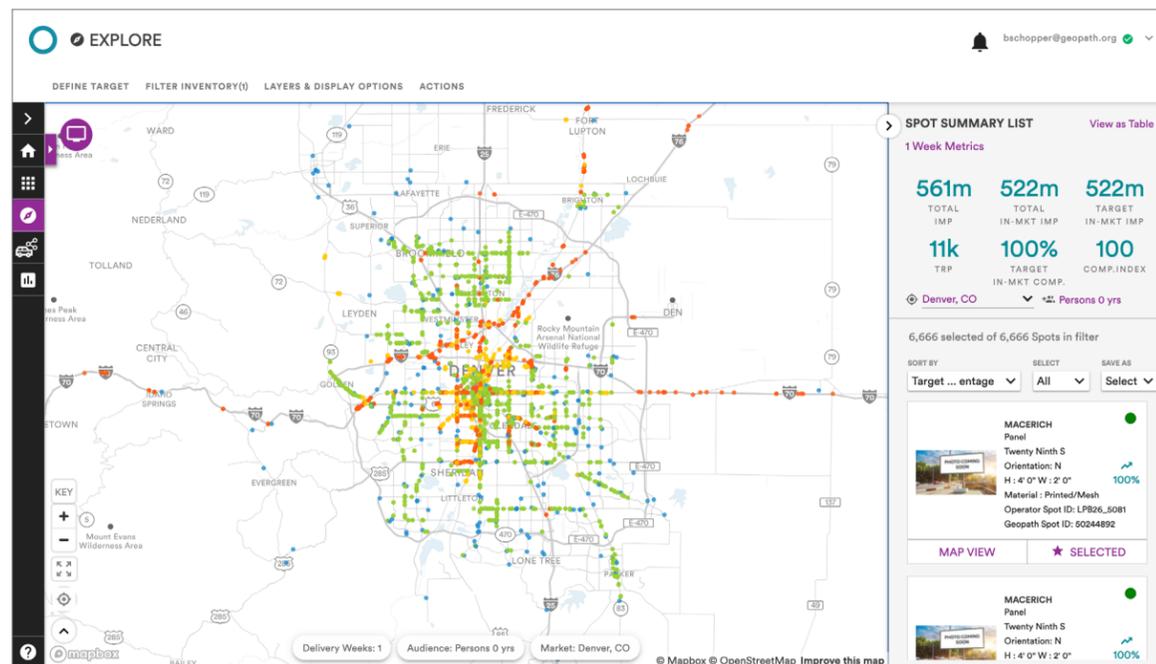
- **Geopath Insights Suite** – Launched a new suite of tools for members to access the Geopath data. (90% of Geopath members utilize this software). The development of this solution was crowd-sourced, encompassing the feedback of our GeoPathfinders – hundreds of users across our membership. Development is ongoing. New functionality includes:
 - Ability to map points of interest
 - Audience zip codes of origin
 - 8000+ Audience targets
 - Day of week/Hourly data

- **API Development** – New API Platform went beta spring 2019 and launched to all members on October 1st, 2019. All Geopath Data Products are now available through APIs 24/7, which gives our members the most fresh and consistent view of inventories and impressions metrics whenever they need.



Methodologies and Measurement

- **Shortened inventory update frequency** – Geopath migrated to monthly and now bi-weekly updates to rapidly incorporate new/acquired/alterd inventory at the request of our operators. Impression metrics updates are now available in Geopath’s APIs and the Insights Suite within days, compared to the monthly updates of previous years.
- **“MORE”** – Fulfilled the vision of the search committee in 2015 with the development of a new measurement system utilizing mobile data at its core.
- **Unscheduled Fleet** – Launched measurement for unscheduled fleet vehicles such as taxi tops and mobile billboards.
- **Place-based** – Launched measurement for place-based inventory including malls, universities, cinemas, etc. across hundreds of thousands of displays across the country.
- **Inventory auditing** – Orchestrated an overhaul of the entire audited inventory database. Prior auditing rules entailed auditing 10% of inventory. Geopath’s new rules require auditing of all inventory to ensure the most accurate data that does not atrophy over time.
- **Powering programmatic** – Via the Geopath API, platforms can pull in independent, accurate impression multipliers at the spot level.



Cloud Infrastructure

Geopath has migrated to an all cloud-based infrastructure, with Amazon Web Service as the backbone of our inventory data store, API platforms, and a suite of auditing and insights applications. We use Snowflake as a centralized data warehouse for impressions metrics calculation, delivery, and analytics. We have also deployed cloud-based data and process workflows to seamlessly move data across different data zones.

The agility, scalability, and availability of cloud services enables us unprecedented speed, cost effectiveness, and flexibility to innovate, iterate, and deliver new products and services with very limited in-house technical resources. It also allows us to address the challenges of ever-changing dynamics of member needs and data volatility.



Simmons Integration

Geopath worked with Simmons, a national and local syndicated survey-based solution that is widely used by agencies. Simmons was able to utilize the Geopath data to model OOH advertising recall and notice at the local levels.

SQAD Integration

Geopath provided SQAD OOH metrics in order to develop a solution for CPMs for OOH within the SQAD tool. Geopath then built the ability to integrate SQAD data into its internal software solutions.

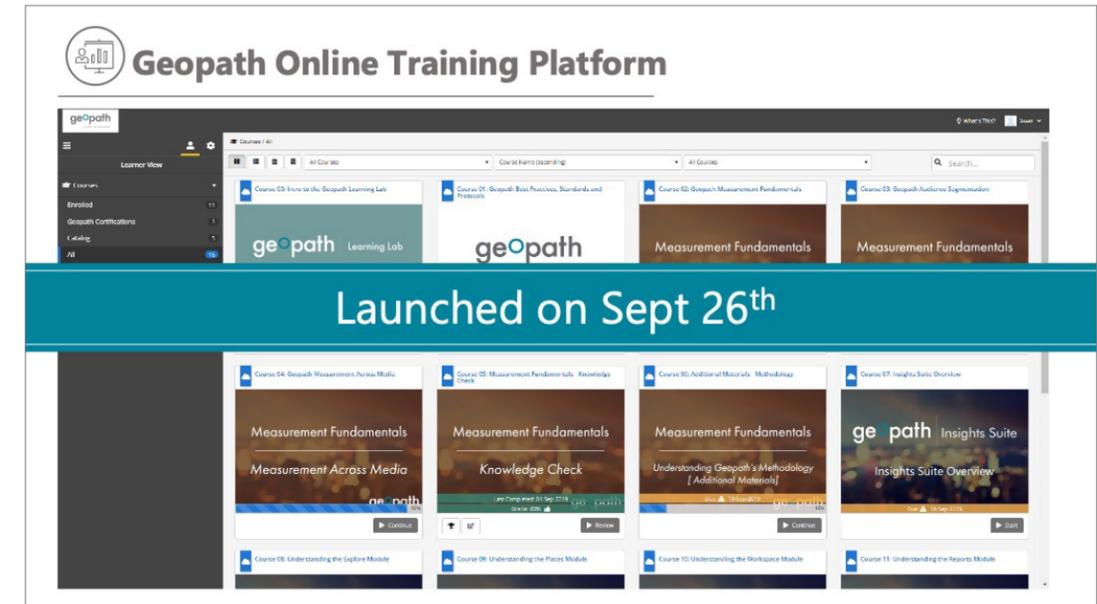
Seasonal/Hourly Explorer

Geopath developed a solution to give the OOH industry its first look at hourly, daily, and monthly OOH impressions data.

Training and Thought Leadership

Geopath Learning Lab

The Learning Lab Certification Program launched to support new measurement methodologies and the Geopath Insights Suite. So far, we have issued **2,766 certificates** to date!

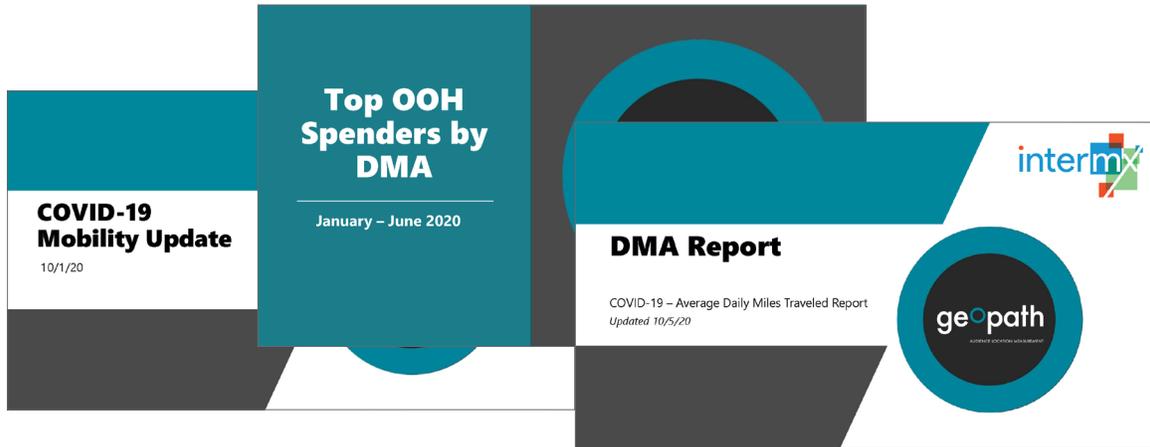


Launch of geekOUT

Along with the rebrand from TAB to Geopath, we also launched our virtual helpdesk, geekOUT!

- We have completed approximately **14,000 geekOUT requests** since the service was launched in 2015
- The geekOUT helpdesk offers software help, ad hoc research, fields auditing questions, custom mapping, ad spend, and syndicated data runs.
- Additionally, the geekOUT Research Library resource for members was launched in 2016, providing a library of resources and research materials.
- We have hosted over 110 webinars for our members since geekOUT's launch, in the form of our Out of Home Office Hours and Data Talks series

- The Impression Variation Report – offered to members only, this solution provided adjustments to the 2020 forecast data weekly so that planners, buyers, and sellers could understand directionally how their impressions were impacted (positively or negatively) by near-real time traffic fluctuations
- Multiple reports released weekly including the COVID-19 Mobility Report, the DMA Distance Traveled Report, Kantar Ad-Spend Covid updates, etc.
 - Our members have told us multiple times that they share these reports across their organizations and client base as soon as they come out every week



Thank you for an unforgettable 5 years!

