

An isometric line-art illustration of a city street scene. It features various buildings of different heights and styles, some with windows and doors. There are trees, a bench, a person riding a bicycle, and a person walking. The scene is rendered in a light purple color against a darker purple background.

geopath

UNDERSTANDING GEOPATH'S CURRENT PLANNING DATASET

Frequently Asked Questions

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Q: What data sources inform Geopath’s current planning dataset?

A: Geopath incorporates the most recent vintage of data sources possible when developing its current planning dataset. For the current release, the following data, sources, and vintages were used:

- Roadway circulation (audience homes) data from Teralytics (2019 national baseline)
- Population data from Motionworks (2022 vintage)
- Roadway network from HERE Maps (2016 vintage)
- Census Block geography from the US Census Bureau (2010 definitions)
- Vehicular & pedestrian population movement from Motionworks (2021-23)
- Place-based visits and audience homes (2023) from Motionworks
- Visibility Adjustment Index (VAI) model (used to transform OTS to LTS impressions)

Please refer to our [methodology documentation](#) for more information on how these data sources inform the development of our current planning dataset.

Q: How does the current planning dataset align with other data sources?

A: The underlying data used for the current planning forecast has been aligned against multiple sources of “ground truth,” and verified by Geopath.

- Nationwide comparisons of their person-level trips data against the vehicular miles traveled in 2022-2023 as reported by the Federal Highway Administration (FHWA)
- Comparisons of household-level demography in 2022 were provided against both Claritas PopFacts data and 5-year 2017-2021 American Community Survey (ACS)
- [US Bureau of Transportation Statistics Daily Travel](#) trends

Additional detailed documentation regarding validation and verification of the data can be found on <https://docs.mworks.com/docs>

Q: What media types are included in this planning dataset?

A: The current planning dataset includes media metrics for all audited Media Classes: Roadside (including street furniture), Place-Based (including airports and transit-station interior), and Scheduled-Fleet Exterior. A detailed summary of the inventory Geopath audits, including media types and sizes, can be found [here](#).

Q: Have there been any updates to Geopath’s Reach and Frequency approach in the current planning dataset?

A: No changes have been made to Geopath’s Reach & Frequency approach since 2023. Geopath is currently iterating on its Reach & Frequency model, and will update the industry as it becomes available.

Q: How does Geopath currently estimate Reach and Frequency?

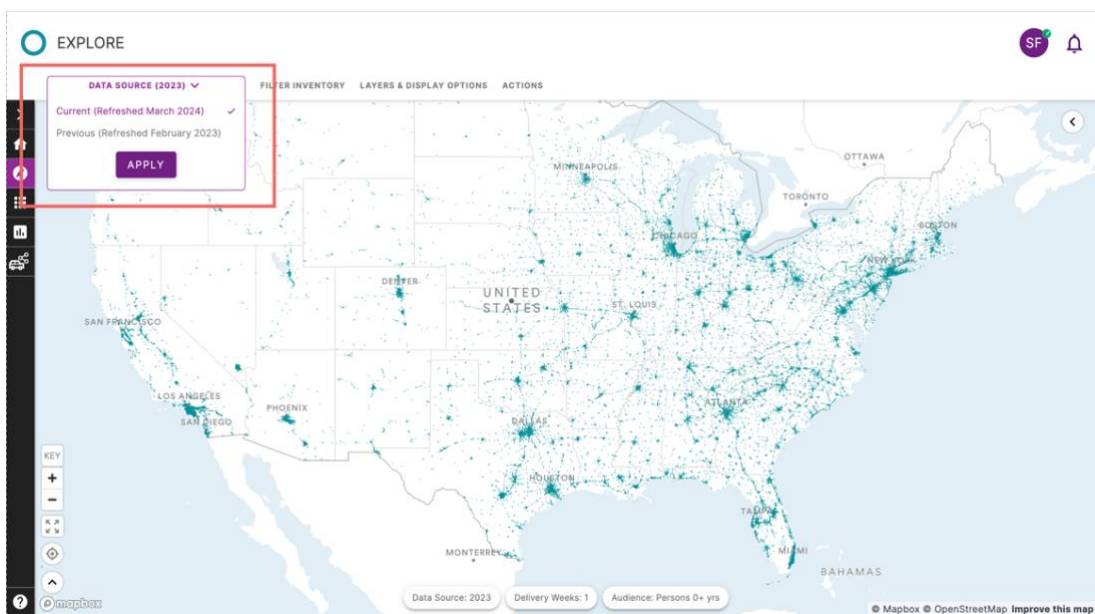
A: Geopath’s approach is centered around observed mobile location data from smartphone applications and connected cars. Observable reach metrics from mobile data provide a “ground truth” for Geopath to analyze and understand how reach builds over time for different packages of inventory, targeting various audiences across markets. These observed reach datapoints can then be used with inventory attributes and unit level audience metrics to build a Reach and Frequency model.

Q: Where can I find more information on Geopath’s approach to Reach and Frequency?

A: A series of “one-pagers” that provide overviews on Geopath’s approach to accounting for Reach and Frequency, as well as examples on how it accounts for Reach coverage and duplication in at the package level, can be downloaded by clicking [here](#), or by going directly to the [geekOUT Library](#). Detailed information on Geopath’s approach to estimating reach and frequency, can also be found [here](#).

Q: How can I access the current planning dataset in the Insights Suite?

A: The current planning dataset can be accessed in the [Geopath Insights Suite](#) by switching the “Data Source” and selecting the “Current (Refreshed March 2024)” dataset. Video tutorials and user-guides can be found in the [geekOUT Library](#) and [Geopath Learning Lab](#) (our self-directed online training portal).



Q: How can I access the current planning dataset in the API?

A: To access the current planning dataset and related metrics, API users must continue to use API version 2.2. Once the current planning dataset becomes the default, it will be used by the API unless otherwise specified. In queries where the data product is explicitly stated, please update the "product_name" field from 2023 to

20240301. For users accessing the data via the API, detailed documentation is available via our [API Developers Portal](#).

Please note, API version 2.1 has been deprecated. If you need assistance accessing API version 2.2, please review the overview documentation on [breaking changes](#) between v2.1 and v2.2. Additional information can also be found on our [developer's portal](#) or by reaching out to us directly at: apisupport@geopath.org.

Q: What audiences are available in the current planning dataset?

A: The current planning dataset includes the full set of 700+ demographic and consumer audience profiles, as well as 68 PRIZM Premier audience segments that are in the previous planning dataset. A complete list of available audiences and downloadable Excel file can be found [here](#).

Q: Are previous planning datasets still available?

A: Yes. The previous planning dataset (formerly labeled "Forecast Jan 2023 – Dec 2023" dataset) will be available in the Insights Suite and API version 2.2 throughout 2024 for historical comparison purposes only.

Additionally, Geopath will no longer apply any inventory updates to the previous planning dataset (Jan 2023 – Dec 2023). Any inventory added to, removed from, or updated within our database after the November 18, 2023 inventory update will only be viewable within the "Current (Refreshed March 2024)" dataset and will only be accessible via API version 2.2.

Q: How is the current planning dataset different than the previous planning dataset?

A: The Current (Refreshed March 2024) planning dataset includes new roadside inventory, and a more contemporary methodology for measuring place-based inventory. Scheduled-fleet inventory and bus routes for select transit systems will also be updated as needed throughout the year.

Q: When will the Current (Refreshed March 2024) planning dataset become the default dataset in Geopath's tools and API?

A: The Current (Refreshed March 2024) planning dataset can be used for all transactional purposes upon release on April 29th, 2024. On May 27th, 2024, this will become the default transactional dataset for the industry and will be the only way to access the most up-to-date metrics. Previous planning datasets may be used for comparison, but the data source must be clearly disclosed when sharing metrics.

As always, when using this, or any Geopath dataset, please ensure that the data vintage (e.g., 20240301) as well as the following text are included:

GEOPATH AUDIENCE LOCATION MEASUREMENT(TM) Data is proprietary intellectual property owned by Geopath, Inc. and is to be used only by the recipient solely and exclusively for its planning and /or buying of out-of-home media advertisements. (C)Copyright, 2024 Geopath, All Rights Reserved. Powered by Teralytics(TM) Note: The data vintage and above text are included in any export from the Geopath Insights Suite.

Q: Which planning dataset should I use?

A: We recommend members always use the current planning dataset when possible. For plans currently in flight and ending after November 18, 2023, we advise members to use the current planning dataset to understand any impact to the project’s goals. As always, Geopath members should clearly disclose which data vintage is being used when sharing Geopath Audience Data with other members or clients. If this is not provided, we encourage members ask to confirm the appropriate dataset was used.

Q: Will there be additional updates to the current planning dataset throughout the year?

A: Geopath typically produces an annual planning dataset and does not anticipate releasing an updated dataset this year.

Q: Can I make changes/additions to my inventory after the current planning dataset has been released?

A: Yes, media owners can submit new inventory or ask for current inventory to be reviewed throughout the year. Each month, Geopath releases an update to its inventory database that includes additions and updates to inventory. Below is the anticipated 2024 release schedule and the final date for inventory submission for each release.

Release Month	Monthly Inventory Submission Deadline (6pm ET)	Insights Suite & API Data Release*
April 2024	April 22, 2024	April 29, 2024
May 2024	May 20, 2024	May 27, 2024
June 2024	June 17, 2024	June 24, 2024
July 2024	July 22, 2024	July 29, 2024
August 2024	August 19, 2024	August 26, 2024
September 2024	September 23, 2024	September 30, 2024
October 2024	October 21, 2024	October 28, 2024
November 2024	November 18, 2024	November 25, 2024
December 2024	December 16, 2024	December 23, 2024

*Dates subject to change

Q: Where can I find more information?

A: Additional information on our current planning dataset, Reach and Frequency approach, as well as user guides, videos, and overview information on our methodologies can be found in the [geekOUT Library](#) or [Geopath Learning Lab](#). Please reach out to us at geekOUT@geopath.org if you have additional questions!

Q: What if I would like to set up a training for my team?

A: The Geopath team is always happy to set up custom trainings for any of our members. Please email us at geekOUT@geopath.org, and an analyst will reach out to set up a session for you and your team!

If you have any questions or comments, please reach out to us at geekOUT@geopath.org.