

Benefits of Geopath membership

Below are just a few of the advantages and resources available to Geopath Members.

Personalized Support

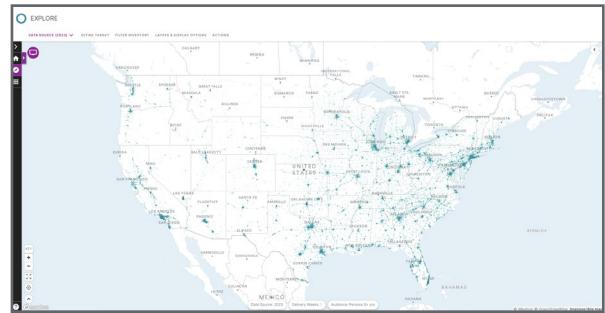
Within the first few days of becoming a member, you will be assigned to a Geopath analyst. Your analyst is responsible for the auditing process (for media owners), providing an overview of our tools, setting up any trainings, and serving as the day-to-day contact for any questions or concerns.

The entire Geopath staff is also always here to help you any way we can through our [geekOUT Helpline](#). Difficult client request? No problem. Reach out to geekout@geopath.org and we will respond to you promptly.

Geopath Tools

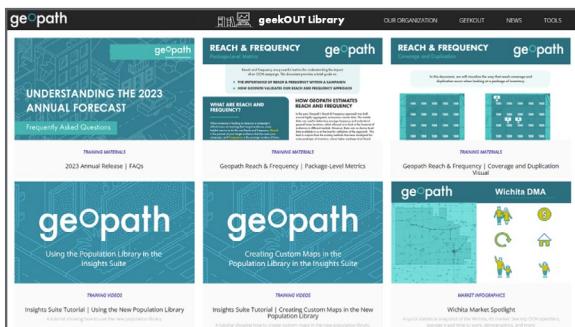
As a Geopath member, you have access to all our tools which can be found on our website, www.geopath.org, or by clicking [here](#).

Geopath Insights Suite: Plan your campaign or review your inventory by using our flagship tool which utilizes data from 150 million+ mobile devices, connected cars, and GPS sources for precise analysis of more than 8,000 audiences across the millions of OOH assets we audit and measure.



geekOUT Learning Resources

In addition to our state-of-the-art planning tools, you will have access to our plethora of education and training resources:



Geopath Learning Lab: Learn about the fundamentals of OOH media measurement, how to use our tools, as well as, how to apply all the new insights available through Geopath!

geekOUT Library: Get your “geek” on and dive into our collection of research and training materials, infographics, and research reports.

Best Practices, Standards and Protocols: Created in partnership with Geopath’s Future Council, this document serves as a touchstone for planning, buying and selling with Geopath’s new measurement.

Thought Leadership

Stay up to date through our thought leadership pieces found in our [OOH Office Hours webinar series](#), the [Geopath Blog](#), and frequent [member newsletters](#)!

Thank you again for considering Geopath membership. We look forward to working with you. To stay up to date on Geopath, make sure to follow our social channels!