

ALL™

UNITE

A red-tinted photograph of a busy city sidewalk. In the center, a large advertisement for hair color is visible, featuring a woman's face and the text "FROM THE HAIR COLOUR BRAND IN THE US". Pedestrians are walking in both directions, some carrying shopping bags. The background shows storefronts and a "Please take a break" sign.

Brazilian Measurement: Roadside Case Study

AllUnite OOH Audience Measurement Solution

Your Audience in Real-Time



Real-time traffic flow measurement
(any temporal granularity)



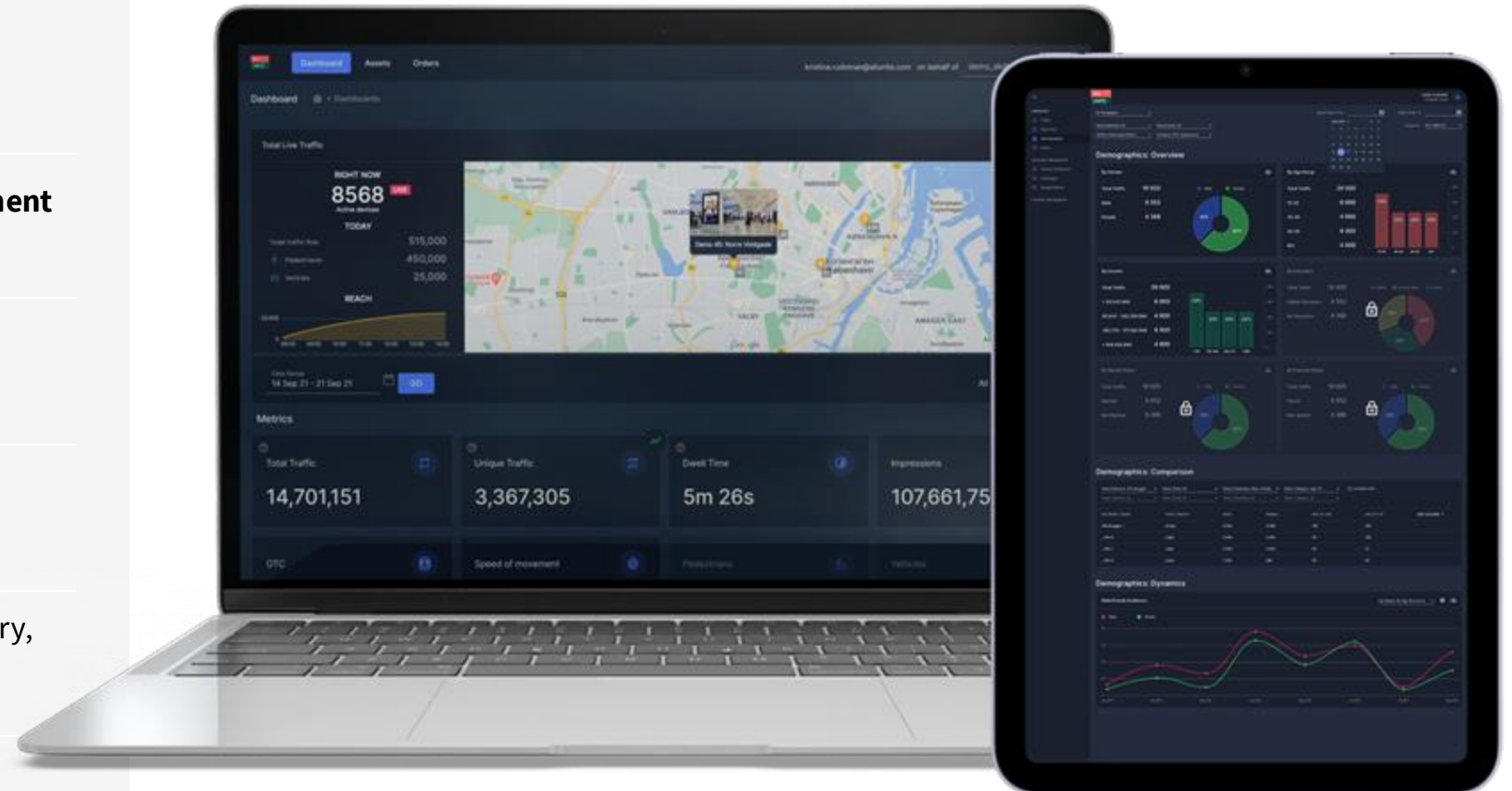
Population Reach calculation of
demographic segments and by
regions



Live Viewed Impressions (VAC)
calculation



Web-Based Interface for Inventory,
Analytics and Campaign
management



Case Study: MapaOOH Live Audience Measurement



Mapa OOH agora é Mapa OOH Live
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Switch to real-time OOH audience measurement in Brazil with AllUnite

Objective: Switch to the real-time measurement and improve OOH metrics to increase the value of OOH advertising impressions in Brazil.

Results:

- **20-50% More Impressions:** AllUnite's method boosted impressions by 20% on static screens and 50% on dynamic spots.
- **Greater Accuracy:** Superior precision in indoor environments led to more accurate traffic measurements.
- **Higher ROI:** Increased impressions per spot resulted in greater value and a significant ROI boost, with lower costs than traditional methods.

Brazilian Results (2022-2024)



39%

Increase in Inventory Utilization



29%

Increase in Reach



16%

Increase in Revenue



42%

Increase in Impressions



Thank you



allunite.com



info@allunite.com



+45 7027 27 05