

ALL™

UNITE

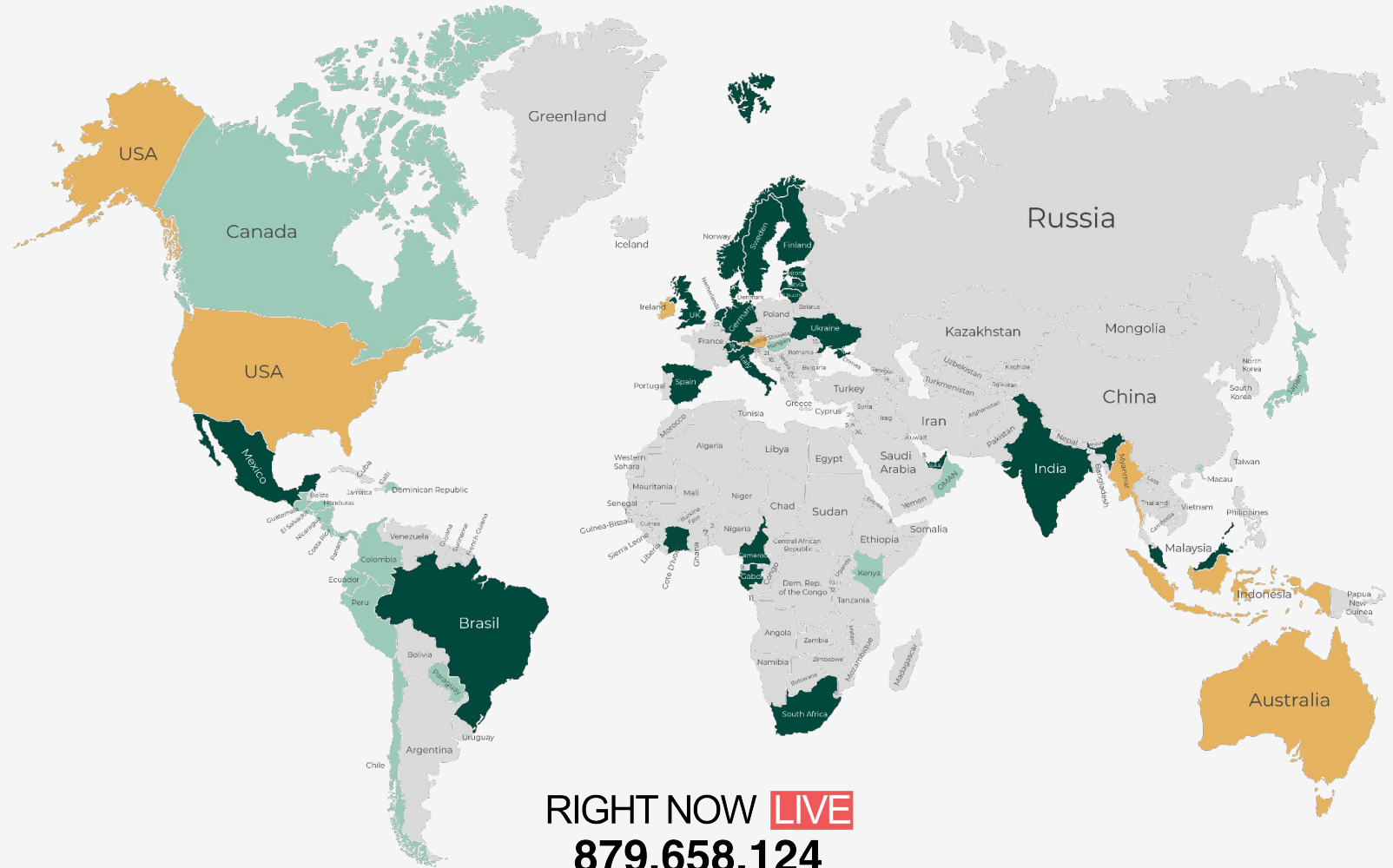


AllUnite Full Stack Solution For Audience Measurement



AllUnite Global Presence

Measure The World



Partners

Proud members of:



Brazilian Results (2022-2024)



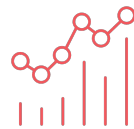
39%

Increase in Inventory Utilization



29%

Increase in Reach



Live data

Create trust



Dwell time

Capture seasonality



16%

Increase in Revenue



78%

Increase in Impressions

Automation



Effortless Campaign Management



Carrot
One click OOH



Quick turnaround time for clients



Entry to real programmatic with live data



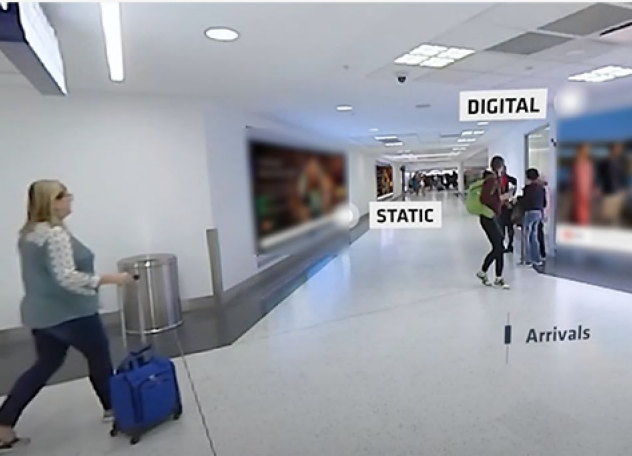
Real time Bidding



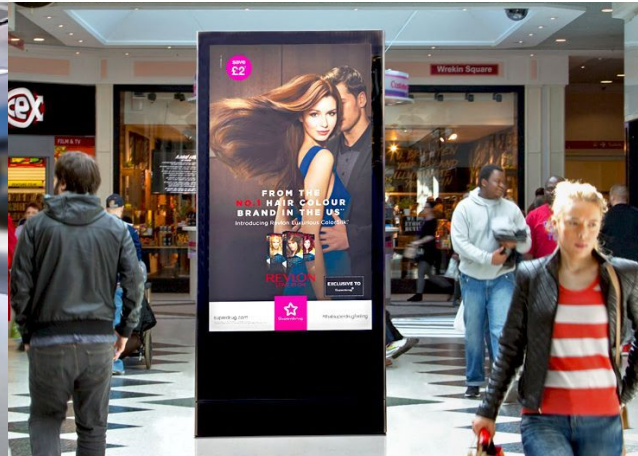
100% utilization of unsold inventory

We cover all Environments

Airports



Shopping Centers



City



Bus Shelters



Metro & Rail Stations

Roadside

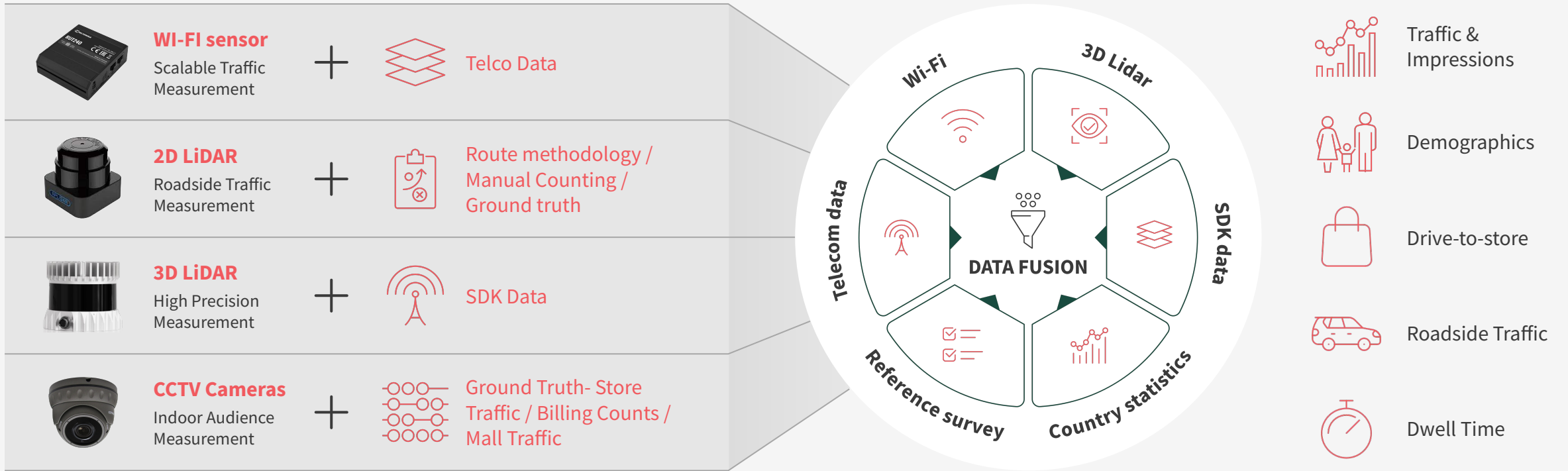
Large Format

AllUnite Solution Stack

1st party Data Sources

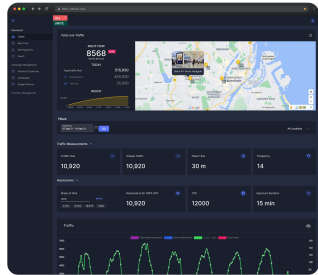
3rd party Data Sources

Modeling

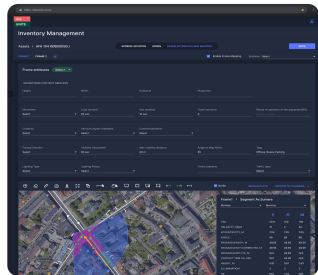


AllUnite OOH Audience measurement

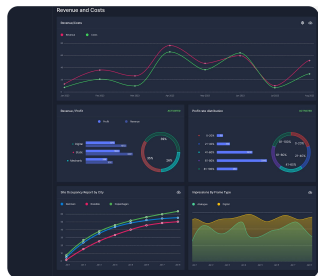
AllUnite Analytics



Traffic & Demographics Analytics



Inventory Management Platform

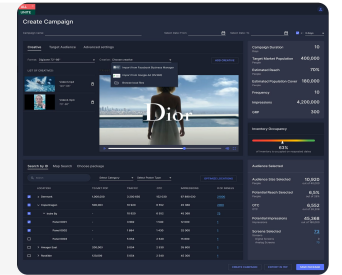


Integrated Maintenance System

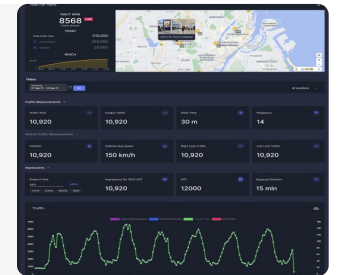
Global Standard OOH Audience Metrics	
Audience Selected	
Total Traffic	44,800,203
Viewable Impressions	26,229,148
Viewed Impressions	12,881,390
Reach	970,504
Frequency	13.27
Frames Selected	115
Static	0
Dynamic Mechanic	0
Dynamic Digital	115

DSP Integration

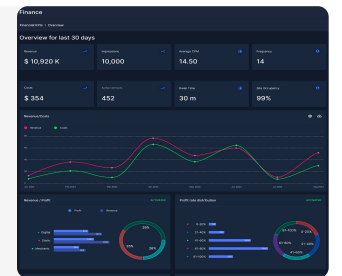
Campaign Planning & Optimization



Campaign Live Reports



Financial Performance & Concession Management



AllUnite Analytics

Analytics

kristina.rudoman@allunite.com on behalf of allunite-planner-br@allunite en Support

Campaigns

New Combined Campaign

Search All Campaigns DRAFT INTERNAL PUBLIC SHARED ACTIVE CLOSED

Select Airing Range

Items per page: 20 1 - 5 of 5

	NAME	STATUS	DATE FROM	DURATION	# FRAMES	VIEWABLE IMPRESSIONS	VIEWED IMPRESSIONS	T
<input type="checkbox"/>	internal_campaign2 <small>edit file analytics share</small>	Delivered	07/04/2024	7	302	<div><div style="width: 100%;">18,163,284</div><div style="width: 75%;">13,756,936</div></div>	<div><div style="width: 100%;">6,389,347</div><div style="width: 55%;">3,460,992</div></div>	
<input type="checkbox"/>	internal_campaign3 <small>edit file analytics share</small>	Delivered	01/04/2024	7	710	<div><div style="width: 100%;">20,766,403</div><div style="width: 0%;">0</div></div>	<div><div style="width: 100%;">8,448,055</div><div style="width: 0%;">0</div></div>	
<input type="checkbox"/>	internal_campaign2 <small>edit file analytics share</small>	Delivered	03/04/2024	7	210	<div><div style="width: 100%;">6,168,001</div><div style="width: 0%;">0</div></div>	<div><div style="width: 100%;">2,626,100</div><div style="width: 0%;">0</div></div>	
<input type="checkbox"/>	test <small>edit file analytics share</small>	Ready		7	703	2,943,304	787,735	8
<input type="checkbox"/>	São Paulo, internal 1 <small>edit file analytics share</small>	Delivered	07/04/2024	7	5	<div><div style="width: 100%;">1,207,934</div><div style="width: 57%;">687,473</div></div>	<div><div style="width: 100%;">195,309</div><div style="width: 45%;">89,080</div></div>	

Inventory Management Platform



Integral part of AllUnite Analytics:

- Inventory database and its administration
- Frame's classification attributes and segmentation necessary for visibility adjustment (VA)
- VA calculation according to the industry standards

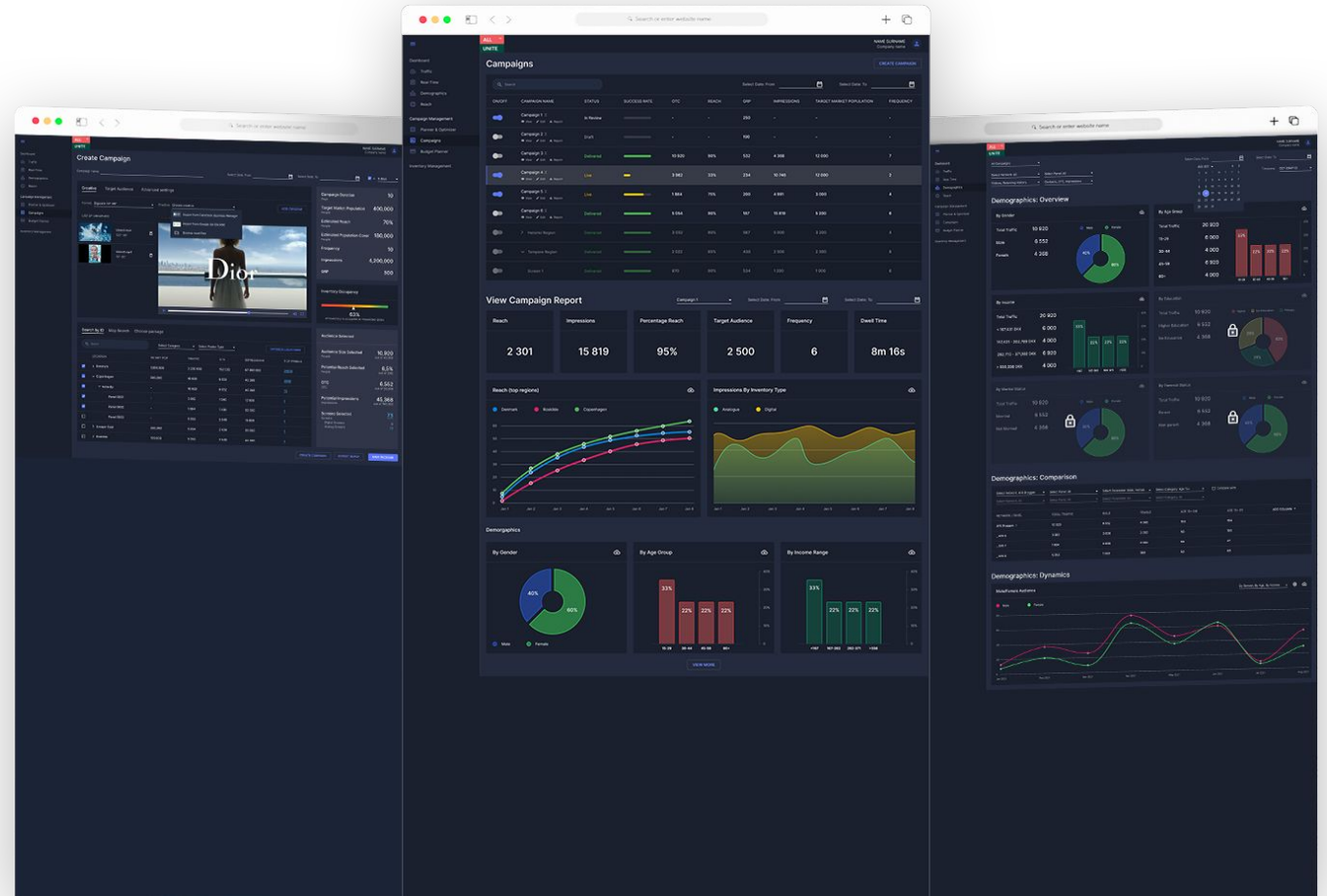
The screenshots illustrate the platform's capabilities in managing and visualizing advertising inventory. The first view shows a detailed list of assets, including their unique identifiers and operational status. The second view provides a geographical context for the inventory, showing a map of a city area with a specific location highlighted and associated frame attributes. The third view displays a gallery of presentation photos, showing how the inventory is used in real-world settings, such as a Chanel advertisement on a street display.

Campaign Management Platform



Integral part of AllUnite Analytics:

- Campaign Management and reporting
- In-depth analysis for each campaign down to every asset
- Ability to share access to unlimited users to check live reports

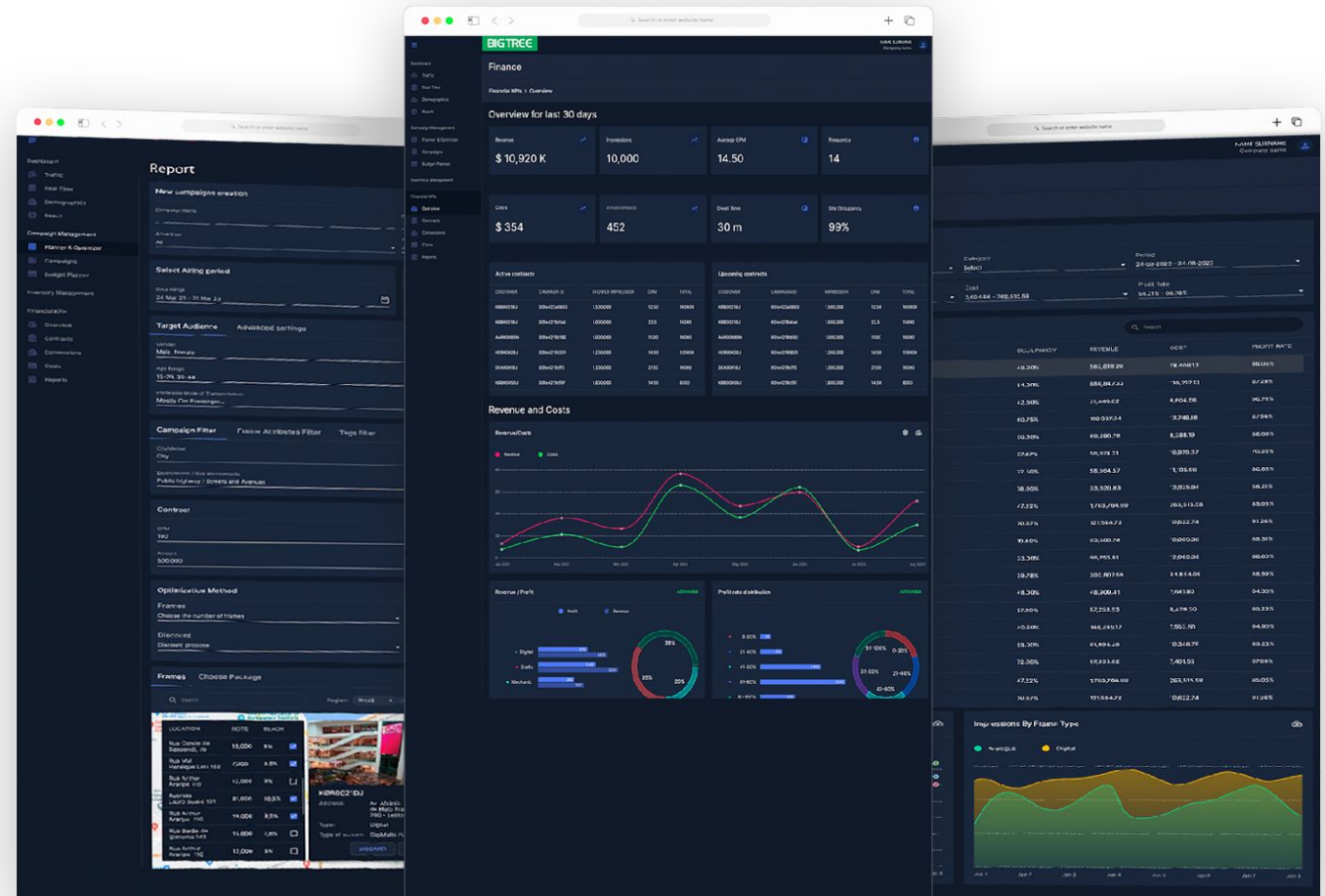


Financial Performance and Maintenance Automation



Integral part of AllUnite Analytics:

- Track of fixed costs and concession agreements.
- Integration with Maintenance Management and invoicing system
- Integration with ERP systems
- Revenue and Cost reports
- Profit rate distribution reports



Mall Analytics Interface

Analytics

DASHBOARDS

Traffic

Demographics

Reach

Mall Analytics

CAMPAIGN MANAGEMENT

Campaigns

Planner & Optimizer

Budget Planner

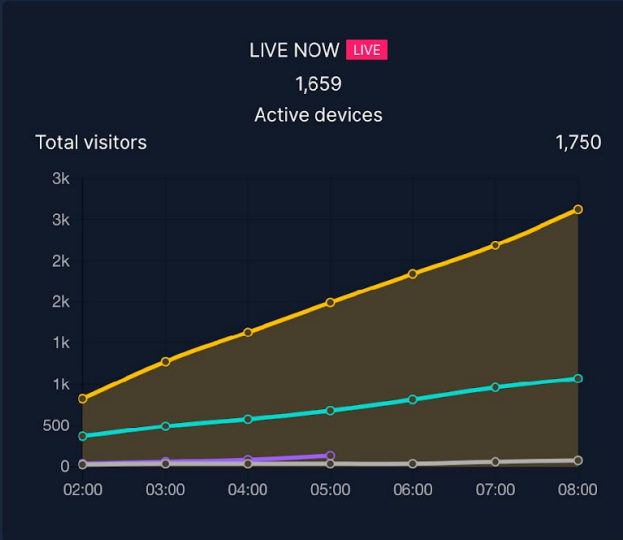
INVENTORY MANAGEMENT

Inventory

ASSETS

Companies

Real-Time Traffic



Analytics

Date Range
01 Apr 22 - 08 Apr 22

Time Zone
Europe/Rome (local)

Filter by hours 11 - 21 01 21

GO

<p>Total Traffic</p> <p>145,804</p>	<p>Unique Traffic</p> <p>127,195</p>	<p>Dwell Time</p> <p>31m 18s</p>	<p>Frequency</p> <p>14.0</p>	<p>Walking Speed</p> <p>2.5 km/h</p>
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Mall Analytics Interface

Traffic Trends and Demographics

Traffic Zones and Drive-to-Store

Analytics

DASHBOARDS

- Traffic
- Demographics
- Reach
- Mall Analytics

CAMPAIGN MANAGEMENT

- Campaigns
- Planner & Optimizer
- Budget Planner

INVENTORY MANAGEMENT

- Inventory

ASSETS

- Companies

Traffic Trends

High Traffic Day April 2, 2022	High Traffic Hour 15:00, Apr 2, 2022	High Traffic Zone Fisketorvet-DT06	Long Dwell Time Zone CM_Fisketorvet-LED001
Low Traffic Day April 7, 2022	Low Traffic Hour 20:00, Apr 3, 2022	Low Traffic Zone Fisketorvet-DT07	Short Dwell Time Zone Fisketorvet-DT07

Demographics: Overview

By Age Group

Total	145804
0-14	21921
15-29	42269
30-44	39856
45-59	23070
60+	18688

By Gender

Total	145804
Male	73044
Female	72760

Analytics

DASHBOARDS

- Traffic
- Demographics
- Reach
- Mall Analytics

CAMPAIGN MANAGEMENT

- Campaigns
- Planner & Optimizer
- Budget Planner

INVENTORY MANAGEMENT

- Inventory

ASSETS

- Companies

Traffic Zones

Level 0 Level 1 **Level 2** Level 3

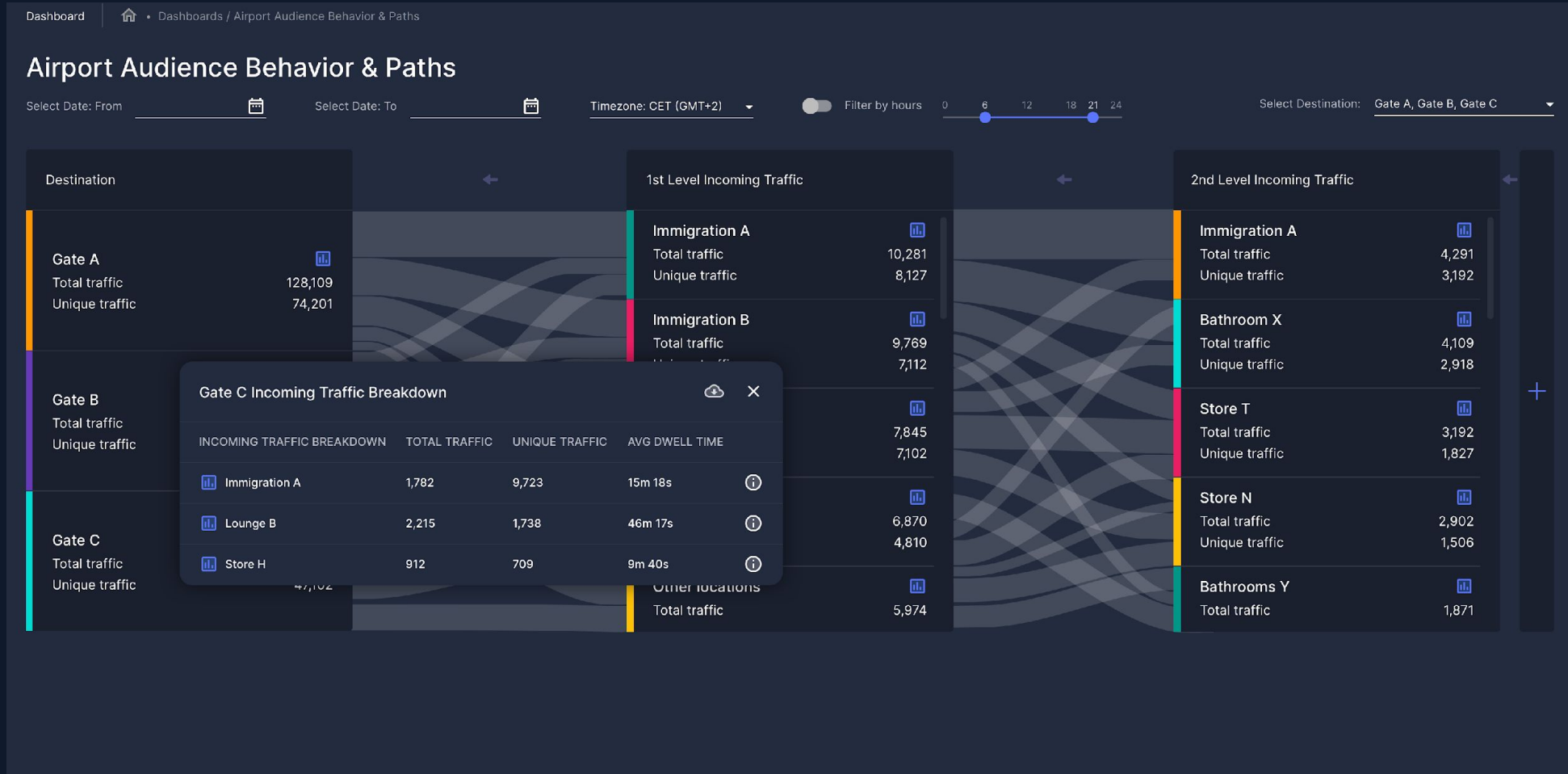
ZONE	UNIQUE VISITORS	TOTAL VISITORS	% VS TOTAL
Fisketorvet-VH02	18471	65193	7%
Fisketorvet-VH08	15861	61011	7%
Fisketorvet-VH09			4%

Conversions

Store	Unique traffic	Total Traffic	Conversion Rate
JJT Fisketorvet	1674	10178	2.11%

Mall to Stores

Audience Measurement In Airports: Airport Analytics



Privacy



- The data collection is in full compliance with the 2018 European GDPR legislation, validated by the law firms Baker & McKenzie and Bech-Bruun.
- AllUnite works with law firms Baker & McKenzie for legal assessment locally to ensure the highest level of data security from a legal and technical perspective.
- AllUnite provides a copy of the legal memo upon request.



1. All data are encrypted and hashed before saved on the server
2. All data are anonymized and irreversible
3. Data reporting is done on an aggregated level
4. Consent profiles are given an explicit choice to participate, and can always at a later point in time opt-out
5. In some EU countries, it is required to place an opt-out icon on the screen.



Thank you



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