



CIM Out-of-home study Malls & Retail scoop first party data

Let's
go
shopping



Let's go shopping

Challenge

- 1 comparable currency
- Reach & frequency throughout all OOH environments

Solution

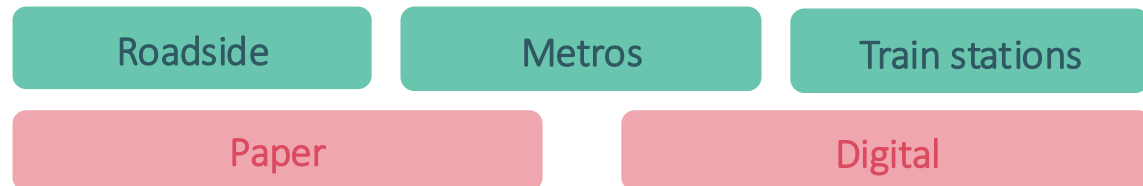
- First party based on wifi-sensors
- Integration of malls & retail panels in to the existing CIM methodology



The OOH survey



Audience of OOH frames & networks



Technical approach

Issue

- **no specific POS addresses** as destination of shopping trips

Solution

- Use external **WIFI sensors data as reference** for # visitors per POS & per frame
- **Creation of virtual bridges** between shopping trips and specific POS

Shopping Malls & Retail

Mission Accomplished!

- Audience measured
- Reach & frequency output
- Calculation incremental reach on multi universal approach

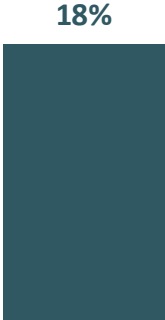


The results

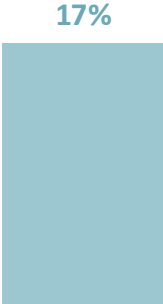
Results conform to benchmark

Base: 18-54 yrs

Reach 1+ Carrefour screens



Benchmark market share Carrefour



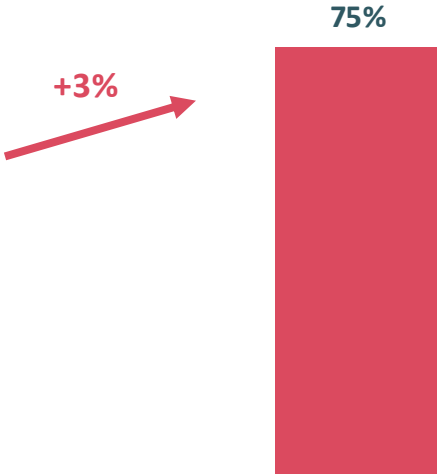
Calculation incremental reach now possible

Base: 18-54 yrs

Network without malls & retail



Network with mall & retail



Shopping Malls & Retail

Why does this project deserves an AMMA?

- INNOVATION
- ACCESSIBILITY
- ROBUSTNESS
- INCLUSION
- SCOOP FIRST PARTY DATA



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