



PLACE EXCHANGE

PerView™

Reach & Frequency
Measurement



Out of Home media spans a wide range of venues and asset types. Historically, it has been difficult to obtain reliable, up-to-date, deterministic measures of reach, frequency, and impressions (“**RFI measurement**”) for a custom mix of OOH assets, such as for an advertiser’s campaign plan or a media owner’s network of displays.

Place Exchange’s proprietary **PerView™** solution, developed in line with the **OAAA OOH Impression Measurement Guidelines**, offers buyers and sellers the ability to measure reach & frequency for any media plan or OOH network. Results are not based on coarse models or annual/monthly averages, but on real-time, deterministic mobile device data.

PerView™ for Media Owners delivers:

- **RFI measurement** from entire media owner networks down to individual assets
- Spanning all asset types including **digital and static**, outdoor and indoor
- **Up-to-date measurement** reflecting the latest real-world movement patterns
- Metrics consistent with other channels to help **capture non-OOH budgets**
- **Rapid turnaround time** and responsive service

IBO Speedway uses PerView impressions measurement to serve the needs of buyers for their planning and execution of campaigns.

Benefits of the IBO Speedway PerView™ offering:

- Finds the consumers with the Opportunity To See (OTS) inventory
- Updated in 28-day intervals for campaigns or rolling 12-month average
- Finds the “Reach” of consumers - how many there are
- Finds the “Frequency” of consumers - how often they are seen
- Satisfies buyer needs for planning, at local and national levels

For more information contact your account executive

