

How Route comes together

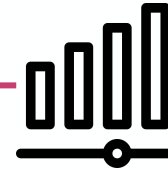


Travel Surveys

Demographics and lifestyle information from a representative sample of 25k GB adults aged 15+, all recruited face to face by Ipsos

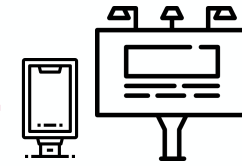
Multi-Sensor Tracking

Second-by-second travel behaviours from 25k people to inform on the journeys people make and how often



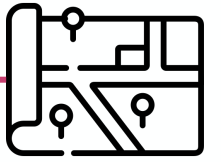
Volumetrics

Reading in a range of 3rd party volumetric data at known locations.



Adding Inventory

Mapping c.400k OOH inventory locations and the areas from where they are visible



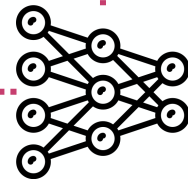
Mapping

Mapping all roads and pathways people can travel freely in GB, splitting into c.25million 'links' up to 50m in length



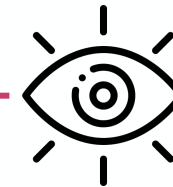
Audience measures

Measures of impacts, reach, frequency and GRPs for OOH ads in GB



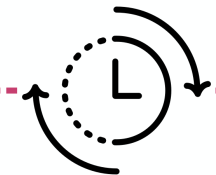
Complex Data Modelling

Various data models are brought together to calculate reach and frequency information for OOH advertising



Visual Attention Research

Eye tracking research is used to create a likelihood of seeing measure from those exposed to OOH ads which allows Route to report not just on those exposed to OOH ads but those who actually see them.



Seasonal Adjustments

Typical travel volumes are adjusted according to recent behaviours using a mix of data sources to make things more reflective of the current time.