

audioutdoor

Costituita da UPA, AssAP Servizi di UNA, AAPI e dalle principali Società Outdoor

PRESS RELEASE

AUDIOOUTDOOR RELEASES DATA ON CONTACTS BY TIME SLOT AND "TWILIGHT"

Starting by today, companies and media agencies can evaluate the results of an out-of-home campaign with detailed insights by time slot for each campaign period. After introducing, a few years ago, the ability to access day-by-day data on the contacts generated by a campaign, Audioutdoor now also allows, in both pre- and post-analysis, the calculation of contacts produced in specific time slots of interest.

Additionally, since each contact generated by an individual has precise sociodemographic characteristics, it is now possible to evaluate, in post-analysis, the results separately for city residents and non-residents (mostly commuters) who exhibit different behaviours.

Alongside data by time slot, a new contact selection parameter has also been introduced: the "twilight" calendar. For all opaque panels—meaning non-digital and non-illuminated/non-lighted displays—the twilight function can now be activated. This allows the evaluation, within the specific campaign period, of the number of contacts developed during the actual hours of visibility, measured day by day from sunrise to sunset—hence the term "twilight".

Thus, thanks to Audioutdoor's research, each panel and each out-of-home campaign can now be evaluated based on:

Contacts generated during the precise campaign period (day-by-day data available),

Contacts by specific time slots of interest (hour-by-hour data available),

Contacts during only the period of natural light visibility for non-illuminated panels (twilight timing within the precise campaign period).

The companies currently participating in the system and providing Audioutdoor data to the market include: Alessi, APA, IGPDecaux, Ipas, Local Leader, Mediamond, MediaOne, Pikasso, Pubblisse, Quadro, S.C.I., and Urban Vision.

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