

Reaching Consumers Beyond the Screen into the Physical World

VISTAR MEDIA



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CONSUMERS ON THE MOVE

Americans spend 70% of their time outsi
of the home (OAAA, 2012)





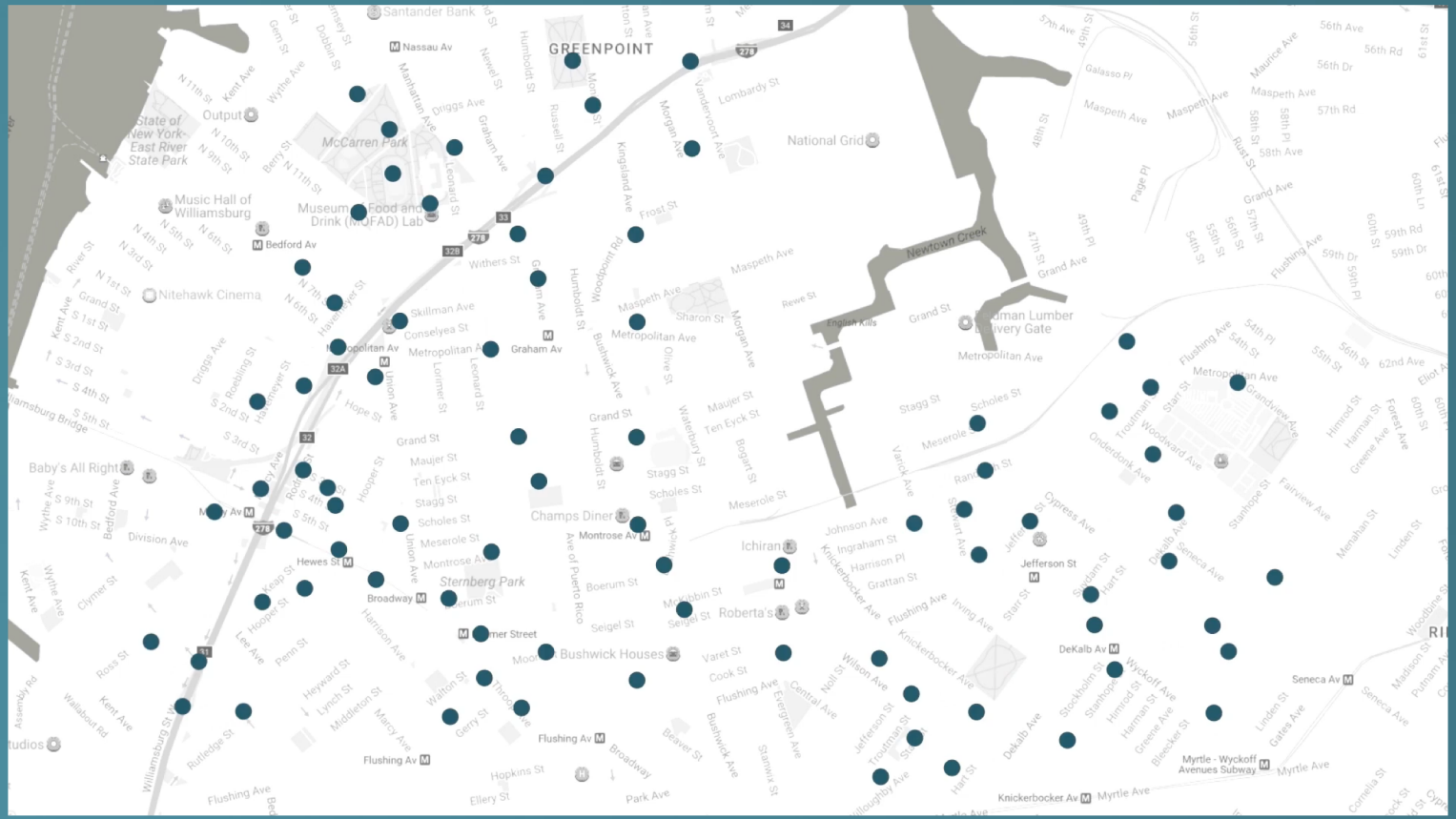


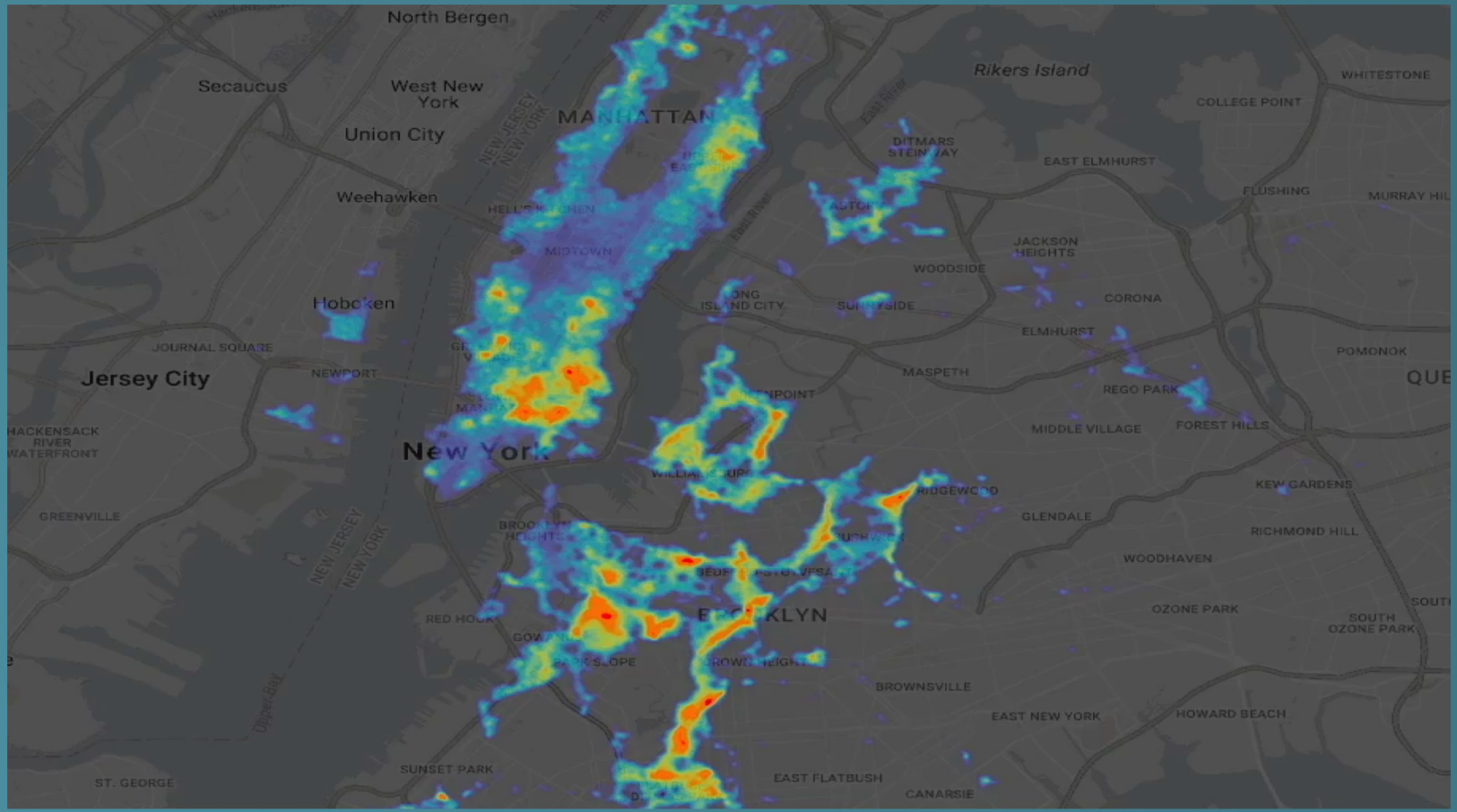


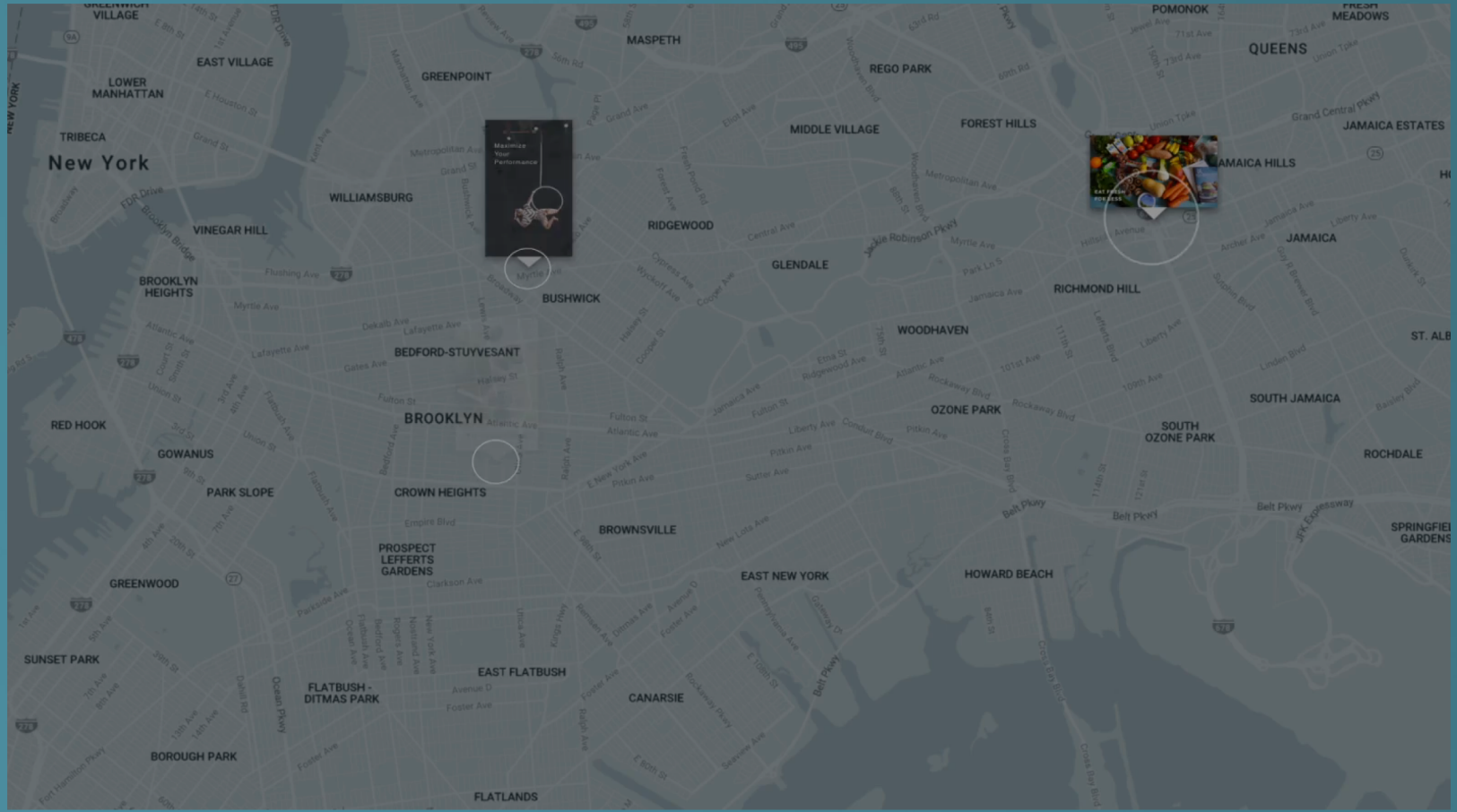
OOH is a $7.5B industry

90% of consumer spending occurs offline

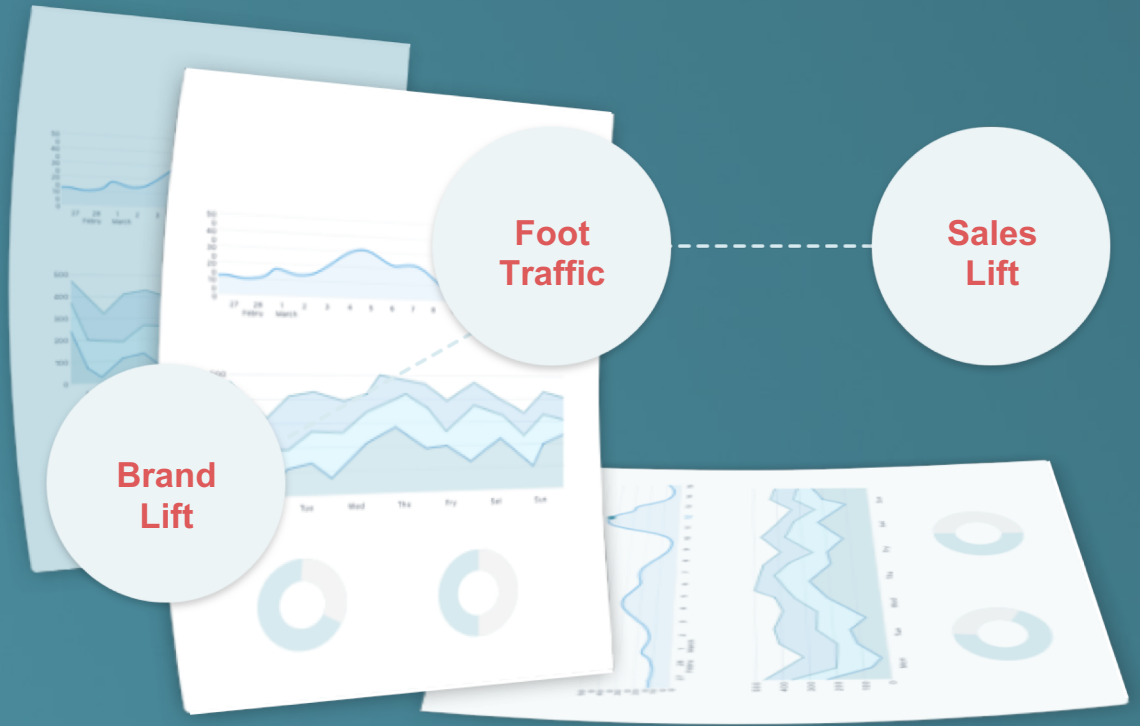
MOBILE LOCATION DATA = THE OFFLINE WORLD'S COOKIE




North Bergen
Secaucus
West New York
Union City
Weehawken
Hoboken
Jersey City
JOURNAL SQUARE
NEWPORT
HACKENSACK RIVER WATERFRONT
GREENVILLE
New York
MANHATTAN
Rikers Island
WHITESTONE
COLLEGE POINT
DITMARS STEINWAY
EAST ELMHURST
FLUSHING
MURRAY HILL
JACKSON HEIGHTS
WOODSIDE
CORONA
ELMHURST
POMONOK
MASPETH
REGO PARK
FOREST HILLS
MIDDLE VILLAGE
KEW GARDENS
GLENDALE
RICHMOND HILL
WOODHAVEN
OZONE PARK
SOUTH OZONE PARK
BROWNSVILLE
EAST NEW YORK
HOWARD BEACH
EAST FLATBUSH
CANARSIE
SUNSET PARK
ST. GEORGE
RED HOOK
GOWANUS
PARK SLOPE
BROOKLYN HEIGHTS
NEW JERSEY
NEW YORK
Upper Bay
East River


Maximize Your Performance
New York
QUEENS
BROOKLYN
MANHATTAN
LOWER MANHATTAN
EAST VILLAGE
GREENWICH VILLAGE
TRIBECA
GREENPOINT
MASPETH
REGO PARK
MIDDLE VILLAGE
FOREST HILLS
POMONOK
FRESH MEADOWS
JAMAICA ESTATES
JAMAICA HILLS
JAMAICA
WILLIAMSBURG
VINEGAR HILL
BROOKLYN HEIGHTS
RIDGEWOOD
GLENDALE
BUSHWICK
RICHMOND HILL
WOODHAVEN
BEDFORD-STUYVESANT
OZONE PARK
SOUTH JAMAICA
SOUTH OZONE PARK
ROCHDALE
RED HOOK
GOWANUS
PARK SLOPE
CROWN HEIGHTS
BROWNSVILLE
PROSPECT LEFFERTS GARDENS
EAST NEW YORK
HOWARD BEACH
GREENWOOD
SUNSET PARK
EAST FLATBUSH
FLATBUSH - DITMAS PARK
CANARSIE
BOROUGH PARK
FLATLANDS

OOH IMPACT MEASUREMENT THROUGHOUT THE FUNNEL



LiveRamp an acxiom company

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KANTAR SHOPCOM

IRi

IHS AUTOMOTIVE driven by POLK

IHS

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