



Analytics

REAL-TIME MEDIA INSIGHTS

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BENEFITS OF ANALYTICS



Provides proof-of-play data via key metrics like **audience impressions, dwell time, and attention rate.**



Comprehensive view of **who you reach** and **how they engage with and respond to your content.**



Works with our proprietary vision analytics algorithm to **collect demographic data.**



Our platform shows you **how your campaigns are performing**, allowing you to **optimize your content.**

UNDERSTAND YOUR AUDIENCE

ISM Analytics provides media buyers with robust data and actionable intelligence to measure campaign results and identify areas for optimization. Integrated with ISM's place-based media network, our platform reports on a multitude of engagement variables to give you a well-rounded understanding of your audience's behavior.

THE CHALLENGE OF PLACE-MEDIA MEASUREMENT

For years, quantifying results of out-of-home media has been difficult as it relied on historical measurement systems built for other media channels or benign public data with little accountability. As OOH has evolved and become digital, it is critical to be able to deliver reliable campaign data to prove its effectiveness. It can no longer be treated as an offline, static media channel.

USE CASES



Measure campaign results (e.g., impressions)



Understand levels of engagement (e.g., dwell time and attention rate)



Identify areas for optimization (e.g., content, dayparting)



Tailor content to drive engagement