



Audience

DEMOGRAPHIC METRICS

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BENEFITS OF AUDIENCE



Audience counts the **total number of people in the vicinity.**



Audience details the **split between male and female audience.**



Audience calculates the **approximate age bands of the engaged audience** (e.g. children, 20-30 year olds, etc.)



Audience data is available as a **backward-looking report** or a **real-time audience report.**

UNDERSTAND YOUR AUDIENCE

ISM Audience is designed to help you understand who is engaging with your place-based media. Using vision analytics technology, Audience quickly and accurately recognizes demographic identifiers such as age and gender, and delivers it directly to your data warehouse as a physical world data set.

THE CHALLENGE OF AUDIENCE MEASUREMENT

Accurate demographic data is not typically available, and certainly not provided in any digital out-of-home systems. Brands messages or other content play with little relevance to the audience that are in the vicinity. Some of the demographics data that is available is often flawed (e.g. double counting people, etc.) Without understanding who's viewing your media, you are missing the opportunity to deliver the ideal customer message.

USE CASES



Audience count at sporting events



Shopper engagement to messaging in retail



Age and location appropriate messages



Contextual real-time messages relative to viewers