



mobilads Impression Methodology

Our impression matching technology is built to match impressions one vehicle, one second, and one person at a time.

We do this because the more granular our system is in determining who actually viewed your ads, the better we can be at giving you your true audience and subsequently in **measuring the effectiveness of your campaign**.

Our process follows an intuitive approach. This means advertisers can readily understand it without the need for technical jargon. We handle all the heavy lifting behind the scenes.

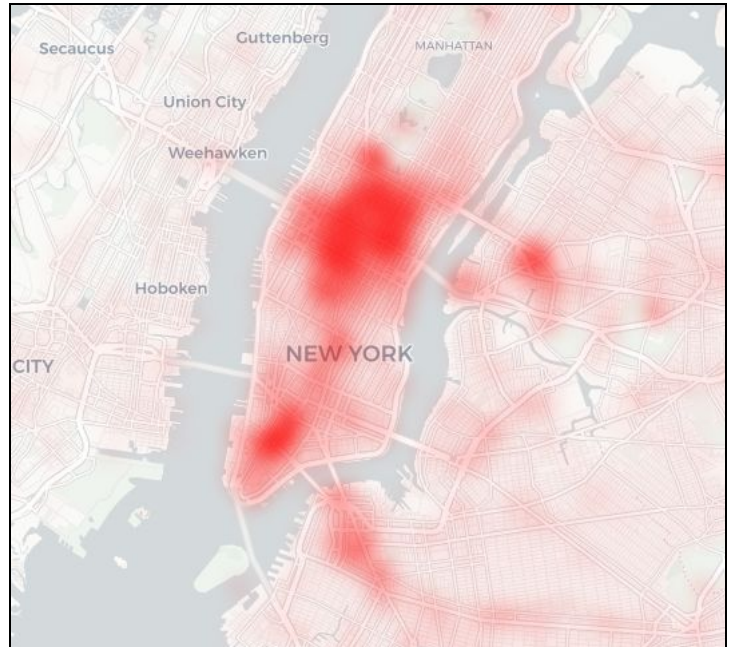


Figure 1: NYC Impression Heatmap

Part 1 - Vehicle Location Model

1. GPS data is recorded every 2 seconds from each of our vehicles
2. We use a proprietary snap-to-road system to match vehicles to the exact locations on the road.
3. We use the GPS points that represent exact locations of the vehicle to create a function that tells us exactly where the vehicles are at any point in time (not just when we had a GPS ping)



Figure 2: Raw Vehicle GPS To Vehicle Location Model



Part 2 - Impression Matching

Our proprietary “moving-geofence” algorithm - Sift- is run on multiple computers to match your vehicles against hundreds of millions of raw **mobile** GPS data points **within viewing distance**.

Because our system matches one vehicle to one gps point, we know the exact time and location that each matched impression has occurred.

Part 3 - Demographic Data

Behind the scenes, we process every point, every day, for every user we track. We can use that data to understand where a person lives. Once we know the longitude and latitude of a users “home base” we can match them to a census block to extract demographic data on each impression using a probability distribution for their specific census block.

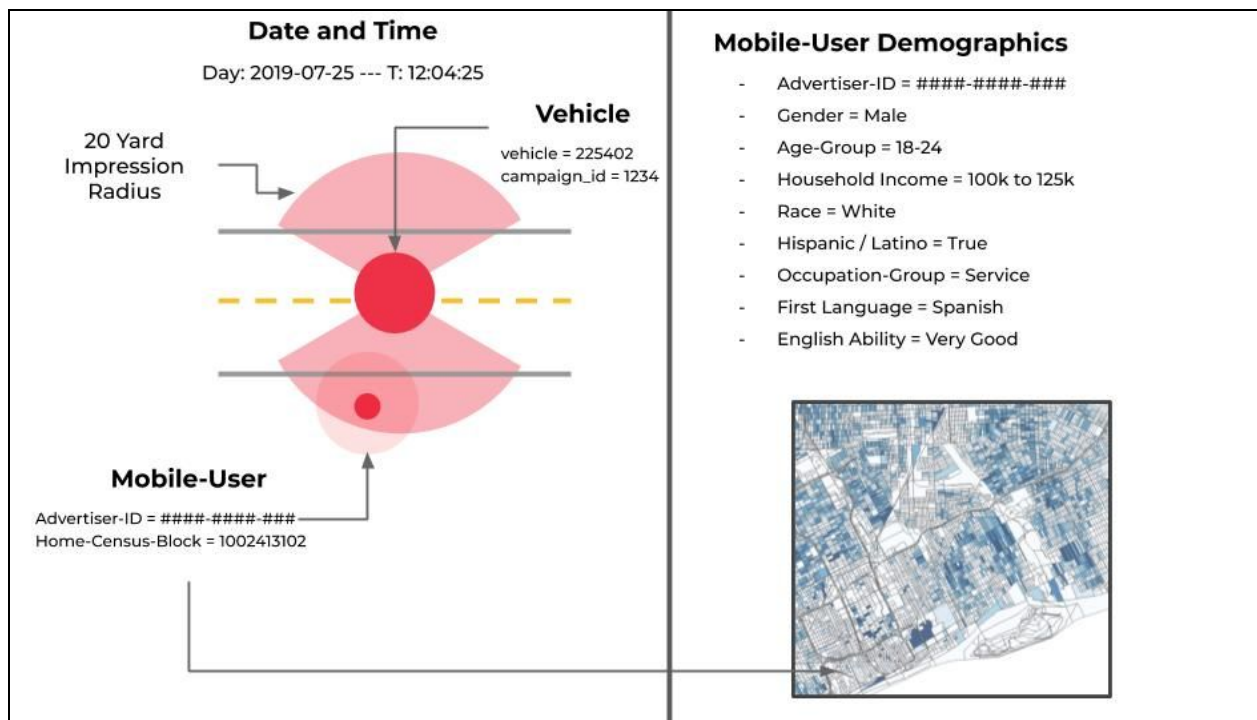


Figure 3: Impression and Demographic Matching

Part 4 - Final Reporting

Pulling all of this together allows us to build detailed analytics around your audience, your ads, how many total impressions you have. Our system also allows us to give you a list of all the advertiser-ids that saw your ad for retargeting - a practice that has shown phenomenal click-through-rates for our clients.