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PerView™ Campaign Reach & Frequency Measurement



Out of Home media spans a wide range of media owners, venues and asset types. Historically, it has been difficult for marketers to obtain channel-wide, reliable measures of reach & frequency for pre-campaign planning, mid-campaign optimization and post-campaign validation.

Place Exchange's proprietary PerView solution, developed in line with the OAAA OOH Impression Measurement Guidelines, uses up-to-date, deterministic mobile device data to give marketers the ability to measure reach & frequency for any OOH media plan or campaign.

PerView Campaign Reach & Frequency Measurement Capabilities:

- Measurement across all OOH publishers, venues, and asset types
- Aggregate population and/or segment-specific RF measurement
- National, State, and DMA-level measurement
- Can specify desired RF as input and output the budget/plan, or vice versa

PerView Campaign Reach & Frequency Measurement Use Cases:

- Pre-campaign planning against RF goals:
  - Estimate RF for a given media plan, at different potential spend levels
  - Generate a plan that meets desired RF objectives
- Mid- and post-campaign RF reporting

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PerView for Pre-Campaign RF Estimation

Use case 1: Client has a proposed media plan and would like PX to estimate RF for the plan, possibly at different spend levels (e.g., $250K vs. $350K).

- **Minimum spend commitment:** $50K per campaign
- **Cost:** $0.30 CPM for budgets $50-100K; $0.20 CPM for $100-250K; $0.10 CPM for $250K+
- **Estimated turnaround time:** 3 business days
- **Required inputs:** Proposed media plan at the PX adunit level, with flight start & end dates, dayparting (if applicable), budget, and either impressions or CPM by publisher and by DMA
- **Optional inputs:** Target consumer segments, any additional budget constraints (e.g., minimum spend by publisher, location, venue, etc.)
- **Output:** Projected RF overall and by DMA (and vs. target segment(s), if applicable). $5,000 minimum per DMA required for DMA-level reporting

Example output:

		In Geo Reach %			
Budget	DMA	A16+	Female 25-54	HHI >= $100k	Average Frequency
$250k	Boston, MA (Manchester, NH)	28.7%	31.5%	37.8%	4.6
	New York, NY	26.2%	28.8%	34.6%	5.3
$350k	Boston, MA (Manchester, NH)	33.4%	36.8%	44.1%	4.8
	New York, NY	31.5%	34.6%	41.5%	5.5

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PerView RF measurement is not supported in Maryland, Oregon, Virginia, New Jersey, and Connecticut.

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PerView for Pre-Campaign Planning Against Specific RF Goals

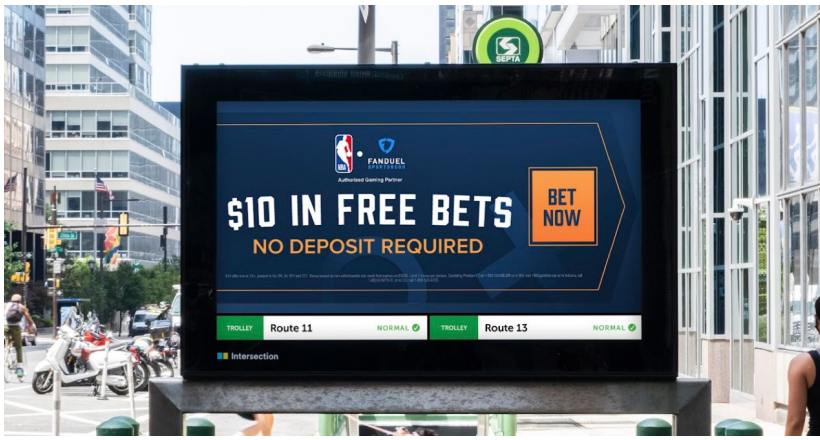
Use case 2: Client has specific RF objectives (e.g., achieve a particular RF against desired DMAs or segments) and is looking for PX to help generate a plan that meets those objectives.

- **Minimum spend commitment:** $500K per campaign
- **Cost:** $0.10 CPM
- **Estimated turnaround time:** 10 business days
- **Required inputs:** RF objectives by geo, target segment(s), etc.
- **Optional inputs:** Spend cap, venue restrictions (e.g., only billboards), dayparting, etc.
- **Output:** Proposed media plan and estimated budget range by geo

Example output:

	Flight Length	
National Reach	1 Month	3 Months
10%	$873,008	$764,702
15%	$1,378,239	$1,192,027
20%	$1,945,865	$1,651,093
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PerView for Mid- and Post-Campaign RF Reporting

Use case 3: Client wants to measure RF either mid-campaign (to confirm pre-campaign projections, perform optimizations, etc.) or post-campaign (to validate delivery, prepare campaign summary report, etc.)

- **Minimum spend commitment:** $50K per campaign
- **Cost:** $0.50 CPM for budgets $50-100K; $0.25 CPM for $100-250K; $0.15 CPM for $250K+
- **Implementation Requirements:** Campaign executed via campaign-specific private deals
- **Estimated turnaround time:** 7 business days (8 days following the desired measurement date to allow for data collection + 3 business days to compile report)
- **Report frequency:** 1 quarter/mid-campaign report and 1 post-campaign report
- **Required inputs:** For PMP deals: PX Deal IDs; For Non-Guaranteed or Open Auction traffic: Adomains and either Campaign IDs or Creative IDs
- **Optional inputs:** Target consumer segments
- **Output:** Overall and DMA-level RF (and vs. target segment(s), if applicable). $5,000 minimum per DMA required for DMA-level reporting

Example output:

DMA	In Geo Reach %	Total Average Frequency
Houston, TX	2.9%	2.0
Los Angeles, CA	3.6%	2.3
Miami-Fort Lauderdale, FL	4.6%	1.8
New York, NY	9.0%	3.1
San Francisco-Oakland-San Jose, CA	3.6%	3.4
Seattle-Tacoma, WA	4.7%	3.2
Washington, DC (Hagerstown, MD)	3.7%	4.2
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