



REVEAL
MOBILE™

Vistar Media and Reveal Mobile help brands measure the effectiveness of digital out-of-home campaigns across a variety of online KPIs, including web conversions and behaviors, app downloads and in-app actions.

Measurable Insights Include:



Site-Level Activity

Learn how many consumers are visiting your site after being exposed to DOOH.



Web Conversions

View how many exposed consumers are signing up or making purchases.



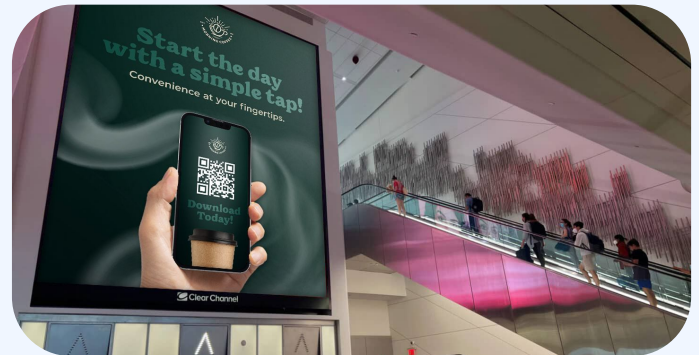
In-App Behavior

See in-app metrics, such as lift in activity or orders after DOOH exposure.

How it Works:

- **Measures conversions:** Property pixels are placed throughout the client's website to understand users that visit or engage with the site. An SDK postback is enabled to track conversions of in-app events.
- **Distinguishes exposed & control groups:** Reveal Mobile collects exposure data based on Route Waypoints for the campaign and creates a synthetic control group.
- **Matches exposure data:** OOH exposure is matched to device-level user data.
- **Analyzes conversion rates:** Reveal Mobile considers pre/post and control/exposed methodologies.
- **Calculates confidence:** Confidence levels and intervals are calculated based on the sample size, conversion rates and lift to determine statistical significance.

Ideal Campaign Parameters:



- **15MM impressions**
- **Flight length: 4 week minimum**
- **Requires pixel to be placed on the website or SDK**
- **Control group requires set up 14 days prior to campaign launch**
- **10K+ pixel fires per day statewide**
- **National campaigns are best**