

Street**Metrics**

Methodology Overview

The Methodology Behind the Standard.

Out-of-home measurement, built to be trusted.

This document explains how StreetMetrics measures what people see in the physical world. **The methodology is unified, transparent, and built to hold up under scrutiny by buyers, operators, and auditors.** We use the same real mobility data across planning, measurement, and attribution, so the numbers you forecast match the numbers you report. What follows is how it works, and why the industry can transact on it with confidence..



One Data Source. The Whole Campaign Lifecycle.

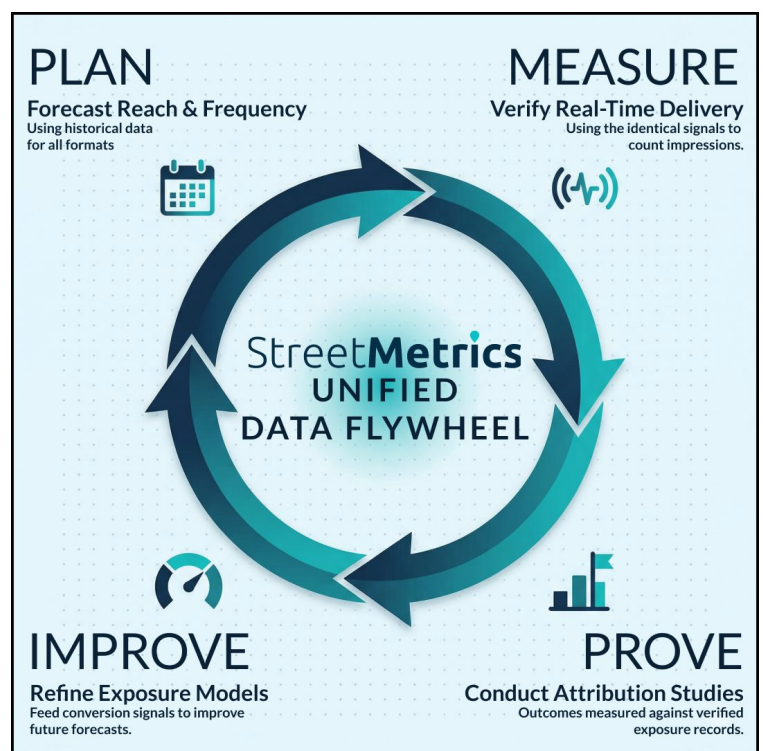
Why OOH numbers have always been hard to trust

Most OOH measurement is built from two different datasets. Static traffic averages drive planning. Mobile device data drives measurement. When the campaign closes, the numbers don't match. Not because anything went wrong, but because they were never measuring the same thing. That inconsistency is the single biggest barrier to OOH being treated as a data-driven channel. **We built StreetMetrics to close it.**

The Data Flywheel

Every metric we deliver, from a forecast to a daily impression count, runs on the same foundation: **real device movement data, applied consistently across every phase of a campaign.**

- **Plan.** Historical mobility data forecasts reach and frequency before the buy.
- **Measure.** The same mobility signals verify delivery during the campaign. A planned reach of 4.2 is methodologically identical to a measured reach of 4.2.
- **Prove.** Attribution is anchored to the same exposure record. Outcomes are measured against verified presence, not modeled audiences.
- **Improve.** Conversion data feeds back into the system, refining future planning accuracy.

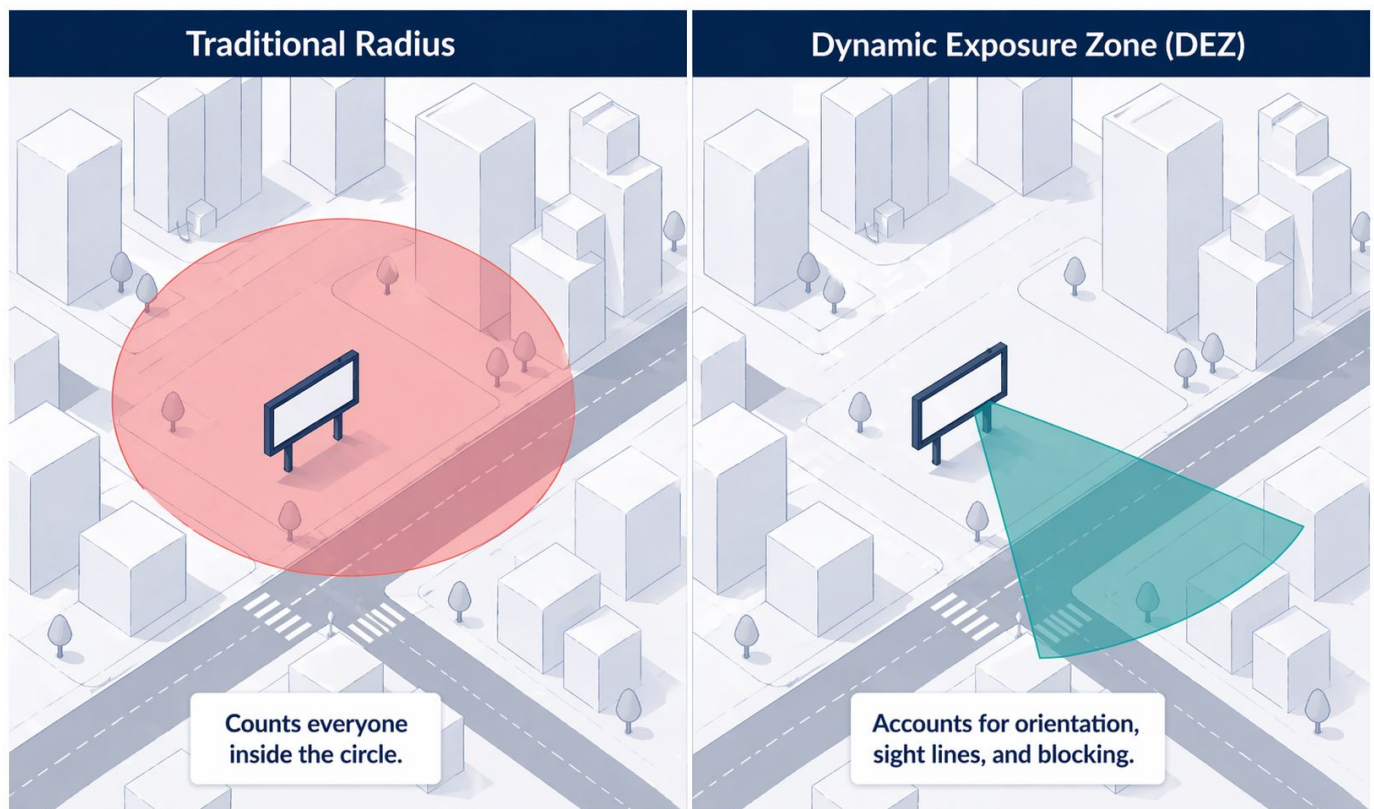


This is the Data Flywheel. Every campaign makes the next one more accurate.

We Measure What People Can Actually See.

Physics-based viewsheds, not radii

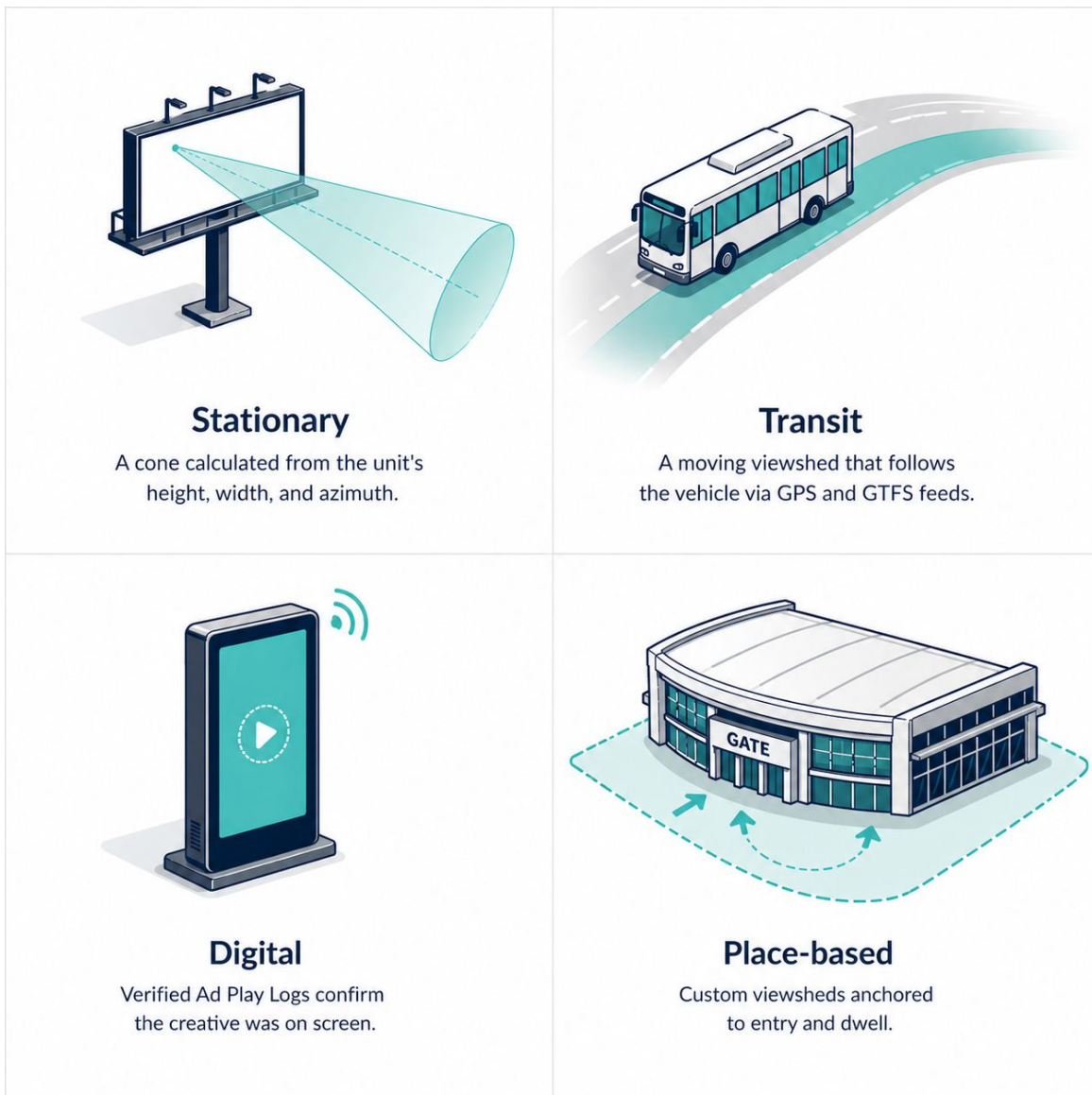
Most OOH metrics are still built from a circle drawn around an ad. That counts people who can't see it and misses people who could. We start at the source. For every piece of inventory, we generate a Display Exposure Zone (DEZ): a polygon calculated from the unit's physical dimensions, height, facing direction, and the limits of human visual acuity. **If a device wasn't in a**



Built for Every Format

One methodology, applied consistently across static, moving, digital, and place-based inventory.

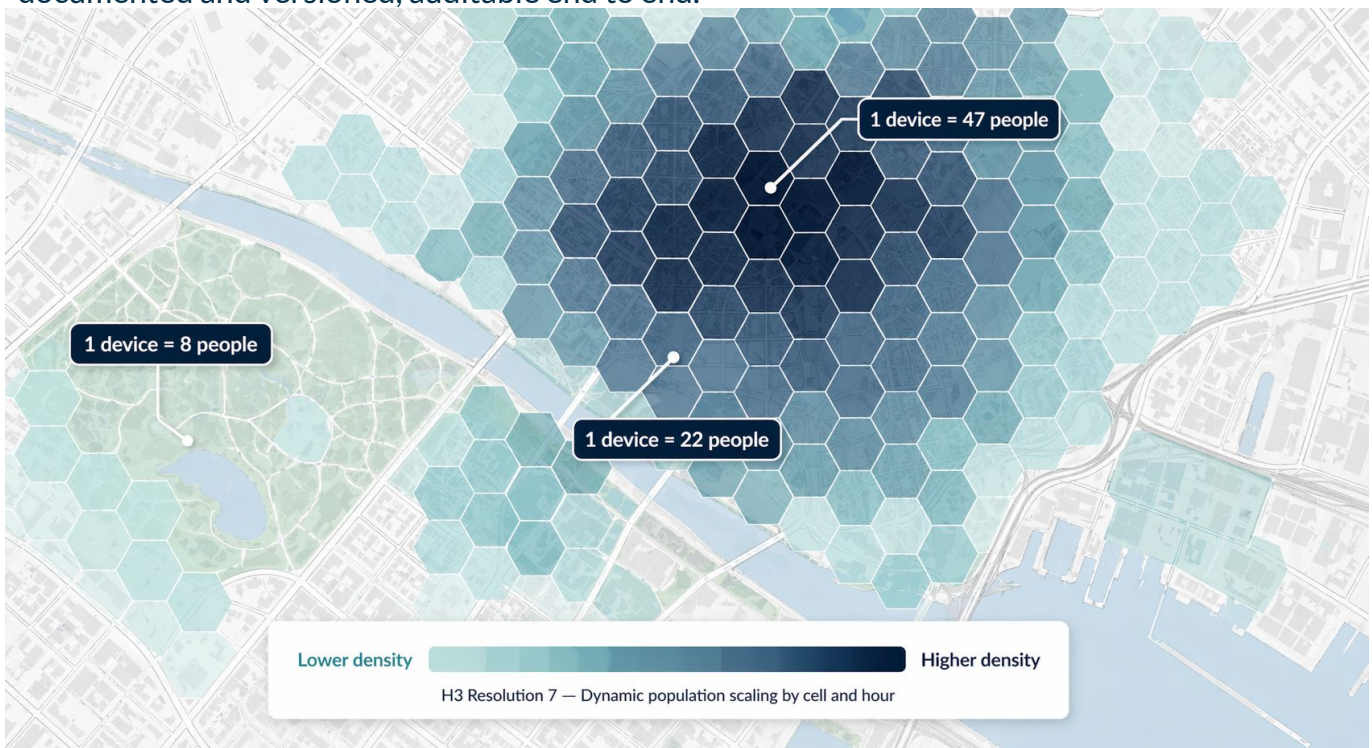
The Display Exposure Zone adapts to the asset. Stationary inventory is measured with a cone calculated from height, width, and azimuth. Transit uses a moving viewshed that follows the vehicle via GPS and GTFS feeds. Digital screens require verified Ad Play Logs, so an impression only counts if the creative was actually on screen. Place-based inventory uses custom viewsheds anchored to verified entry and dwell.



Built to Be Audited. Built for What's Next.

Validated against the real world, designed for a privacy-first future.

We scale device counts to total population at the city-block level, hour by hour, using census data, population density, and traffic counts as ground truth. Validation studies show estimates within $\pm 15\%$ of independent manual headcounts. All device signals are hashed and privacy-compliant. A diffusion architecture preserves measurement integrity as device resolution decreases under new regulation. Every assumption, parameter, and validation is documented and versioned, auditable end to end.



Built so out-of-home earns the investment it deserves.

StreetMetrics exists to make OOH as measurable, accountable, and trusted as any digital channel. We publish our methods, own our assumptions, and build the infrastructure the industry needs to value, plan, and prove out-of-home with confidence.