

Blindspot

WHO ARE WE

Blindspot is a better way of planning & buying Dynamic Digital Out-of-Home!

Our platform allows our clients to go as granular as they want through its unique capabilities of location specific, hourly specific and contextual DOOH advertising.

THE BLINDSPOT TECH



Dynamic Contextual Delivery

Run custom ads & copy based on any trigger (1st party data, weather, time of day, location, etc.) in real time, resulting in better ROI and consumer engagement.



Access To Premium Inventory

Blindspot offers access to +1.5 million DOOH screens in all major cities through strong partnerships with all major local and international OOH networks with extremely flexible campaign lengths & minimums.



Real Time Data and Measurement

Real time information about your campaign performance and attribution measurement for complex DOOH campaigns.

WHY THIS MATTERS

Over 23,000 advertisers choose Blindspot for their planning or buying needs, including brands like:

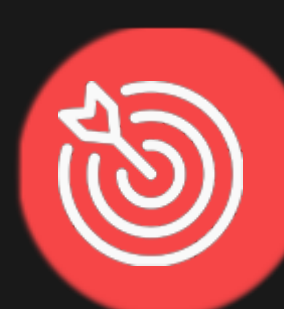
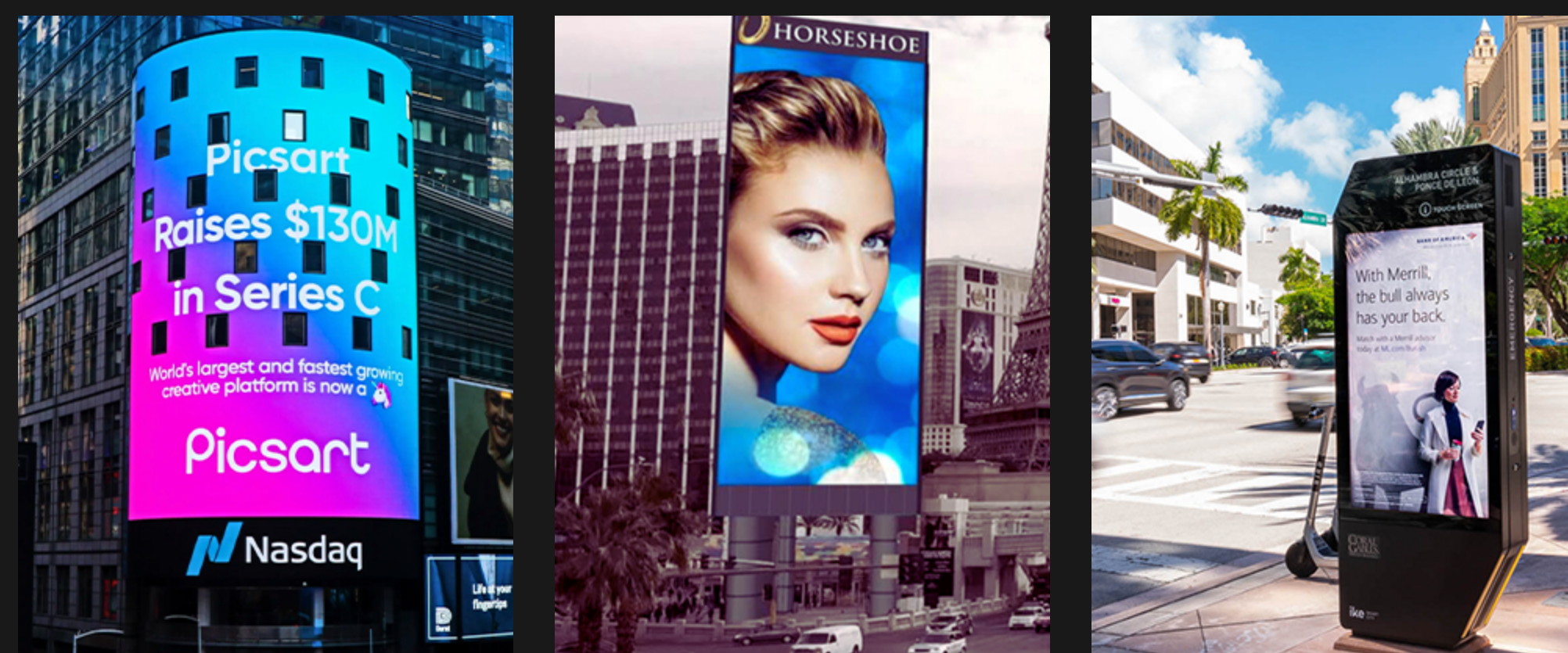


On average, **Blindspot clients manage to optimize their budget impact by 60%** through proprietary tools and features.

You decide your time slot based on your media strategy:

- Dayparts (e.g. only rush hour)
- Frequency
- Location
- Weekend vs Weekdays

+1.5 MILLION DOOH UNITS IN ALL MAJOR MARKETS



With Real-time data, we optimize reach to accomplish the client's goals while the campaign is happening.

CASE STUDY

Adore Me, a major DTC lingerie brand, worked with Blindspot to run a customized DOOH campaign and tracked web lift impact (website visits and conversions).

Users who were exposed to the campaign were **3.1x more likely to become clients** and **2.1x more likely to visit the website**.

The **average cost per website visit was \$0.8** and the **cost per conversion was \$5.75**.

The campaign was extremely location specific, using customized copy based on location and hourly planning.

1

People who saw the DOOH campaign were
211% (3.1x) more likely
to become clients

2

On a 3 day look back window, people exposed to the DOOH:
270% more likely to convert
211% more likely to visit the website

30 day lookback period impact:

3

\$0.8
cost per website visit

4

\$5.75
cost per conversion or purchase

5

The DOOH campaign had a whopping
775% ROI