peoplecount

Good research
tells a story.
Do you know yours?

tripscount©

Peoplecount has developed and tested a **vehicle-based advertising audience metrics model** called **Tripscount**, which predicts the potential audience (or Opportunity to See) of mobile advertising vehicles. To date, the model has been adapted and applied to advertising fleets on mobile billboards, buses, taxi tops, wrapped cars and SUVs, delivery trucks, towed billboard trailers and rickshaws.

Tripscount Is used extensively in both the United States and Canada, and has been approved by Geopath (the U.S. outdoor advertising auditing bureau) as the officially audited measurement method for mobile billboards and bus exteriors.

Peoplecount employs **transportation engineers** and geographic information system specialists, and uses current, local traffic and pedestrian data.

Tripscount estimates advertising circulations and GRPs by vehicle or fleet (depending on your sales packages), and includes the audience of **other vehicle occupants** and **pedestrian audiences** in urban markets.
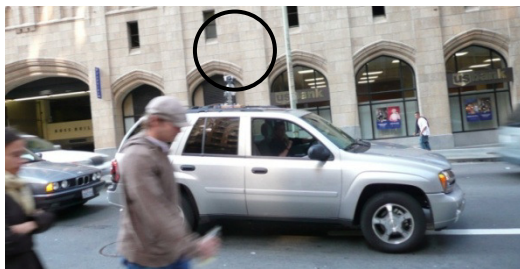
A complex algorithm was developed and tested by counting people and vehicles via cameras mounted on vehicle roofs across 1800 road miles.

*Using traffic flow theory and statistical modeling, **Tripscount** estimates the number of vehicle occupants that have the opportunity to view the advertising vehicle with a **proven accuracy of ±10 percent**.*
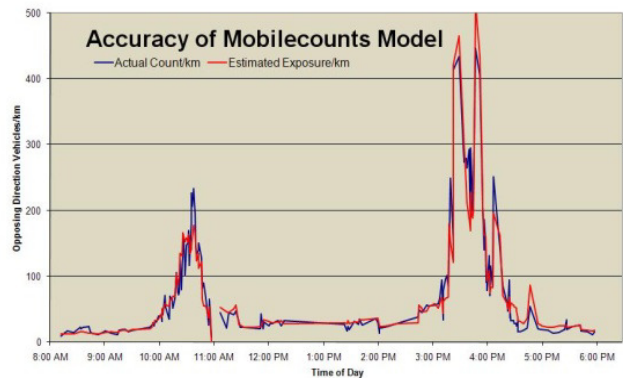
For small fleets or vehicles that follow fixed routes and fairly routine schedules, **Peoplecount can provide custom calculations that can be used for media planning** and sales purposes. For variable routes, large fleets or ongoing as-delivered monitoring, GPS tracking can be processed through our Tripscount software dashboard.

Our calculations use local data specific to your vehicles' routes, including traffic counts, daily and hourly variations, road and lane configuration, traffic speed, and specific vehicle routing. The calculations are specific to the route and even the **side of the vehicle**, and can be amalgamated across the entire market or by fleet or geographic zone for sales purposes.

Tripscount users will **benefit** from:

- **quick** implementation as the methodology is already proven and available;
- **accurate** audience impressions for exterior vehicle advertising campaigns, a first in North America; and
- **comparability with other audited outdoor media,** including traditional outdoor.

About peoplecount

Peoplecount is a highly respected and innovative third-party supplier of audience measurement and advertising effectiveness research for digital, static and vehicle-based out-of-home advertising, place-based media and in-retail networks. We are proud to have **won the 2009 MediaPost DOOH Award** for Most Innovative Audience Research/Metrics System. Peoplecount was short-listed for a 2010 Media Innovation Award (MIA) for its "Mobilecounts Audience Measurement" methodology, for a project with McDonald's mobile advertising in Atlantic Canada.

Established in 1995, Peoplecount is an experienced supplier of out-of-home audience data. We are staffed with transportation engineers, geographic information specialists, data analysts and a network of field surveyors. Clients include out-of-home advertising associations, advertising agencies, operators of mobile and digital out-of-home advertising networks and retailers.

Peoplecount balances traditional values of **integrity** and client support with a constantly evolving, **creative** perspective.

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