taplap

Continental leaders in Area Based marketing technology.

Founded 2010.
Today in 85+ market

Marketing and advertising technology platform powered by location

Connecting global brands and audiences online and off

Gender

Age

Income level

Purchase behaviour



Everything happens somewhere *so it can be georeferenced for multi dimensional insight*

Residential status

Average basket size

Campaign engagement

Commuting patterns

Content and social interest

Unify Data
with Location

DIGITAL MEDIA

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GEO REFERENCED DATA

PERMISSIONS

respected

INTEROPERABILITY

connected

CHANNEL

agnostic

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Richer
Audiences

DIGITAL MEDIA

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ACTIVATING AUDIENCES BY AREA

*Data combined to **score each geohash***

CENSUS & ELECTORAL
- AGE
- GENDER
- EDUCATION
- INCOME
- MARITAL STATUS
- HOUSEHOLD SIZE
- PERSONS PER HH

DSP / BIDSTREAM
- OS
- FORMAT
- CTR
- VTR
- DEMOGRAPHICS
- MEDIA CHANNEL
- CONVERSIONS

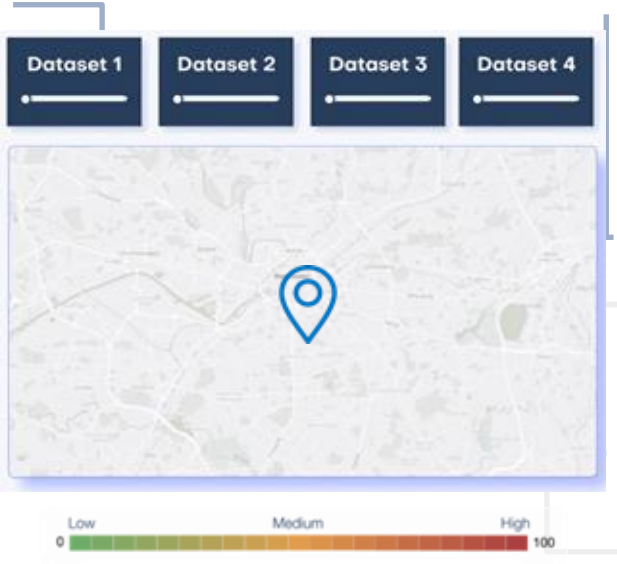
IAS
- CONTENT CONSUMPTION
- SENTIMENT
- INTERESTS

IAB
- CONTENT CONSUMPTION
- INTERESTS

SOCIAL MEDIA PLATFORMS
- VIEWS
- INTERESTS
- INTERACTIONS

Meta facebook

TRAFFIC APIs
- MOBILITY DATA
- URBANIZATION LEVEL
- MOVEMENT AND DENSITY



Over 300 on and offline data points available per geohash

OPENSTREETMAPS
- RETAILERS
- RESTAURANTS
- MOBILITY DATA
- URBANIZATION LEVEL
- NON RETAIL POIs

MASTERCARD
- FREQUENT PURCHASERS
- HIGH SPENDERS

DOOH SSPs
- GLOBAL DOOH SCREENS
- LOCAL COVERAGE

VIOOH

SDKs
- MOBILITY DATA
- VISITORS
- RESIDENTS
- DISTANCE TRAVELED
- INTERESTS
- MOBILITY BY DAYPART

OPEN WEATHER
- MOBILITY PATTERNS
- CONTEXTUAL TRIGGERS

YOUR DATA
- BASKET SIZE
- GRPs
- STORE SCORING
- PRODUCT
- KEY STORES
- SALES

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Affinity
Areas

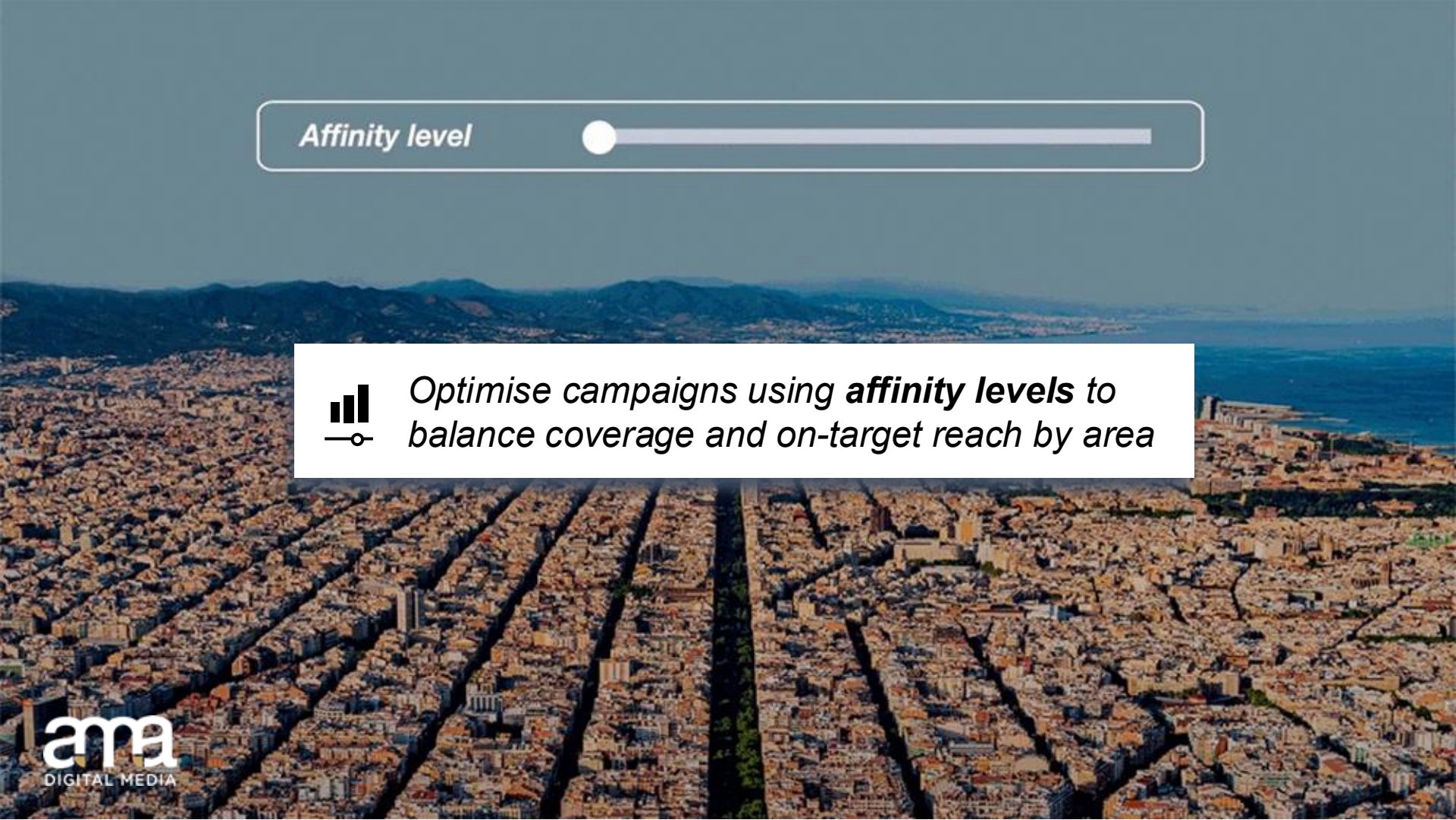
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*Activate **area based marketing** customised by audiences and relevant contextual variables*

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*Optimise campaigns using **affinity levels** to balance coverage and on-target reach by area*

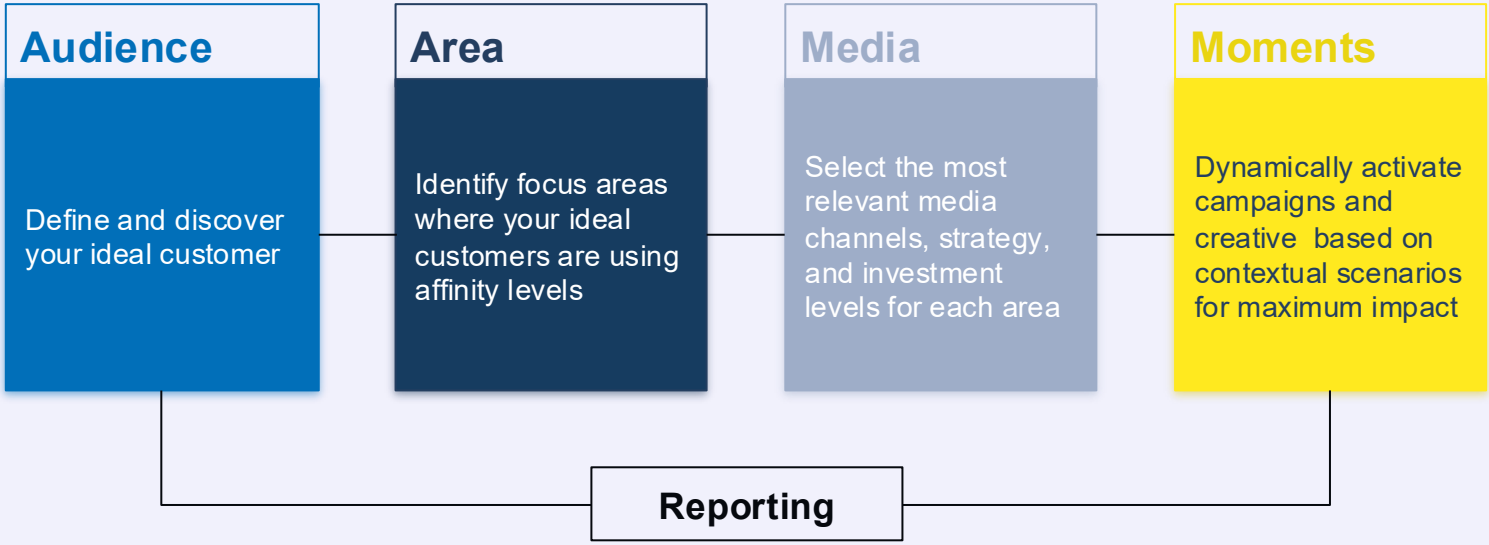
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How we Work

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A simple 4-step process…

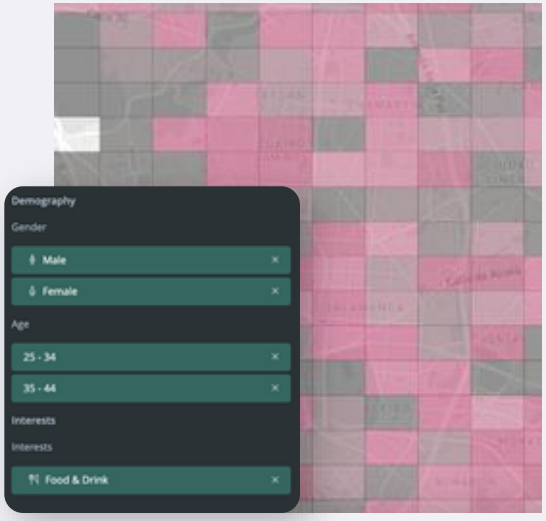


Unified closed loop reporting for immediate implementation

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Find your target audience

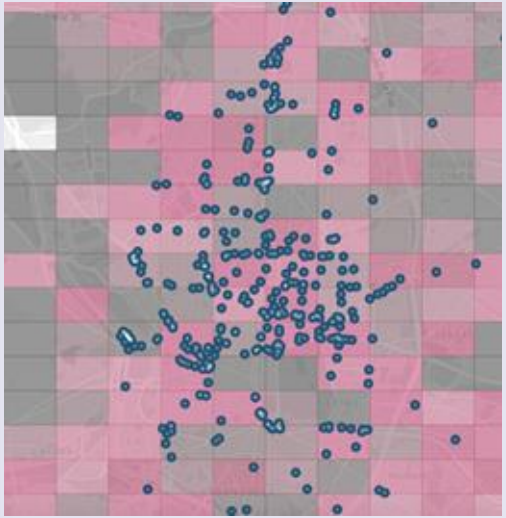
1



Include the variables that define your target in Sonata LI and **locate them.**

Find the best screens for that target

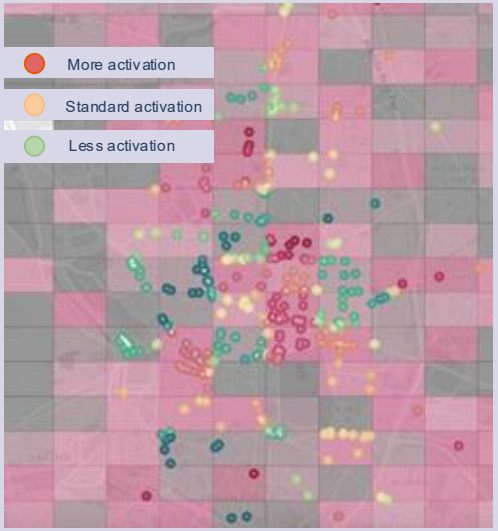
2



Locate and analyze the screens where your target is and assess the potential of each one.

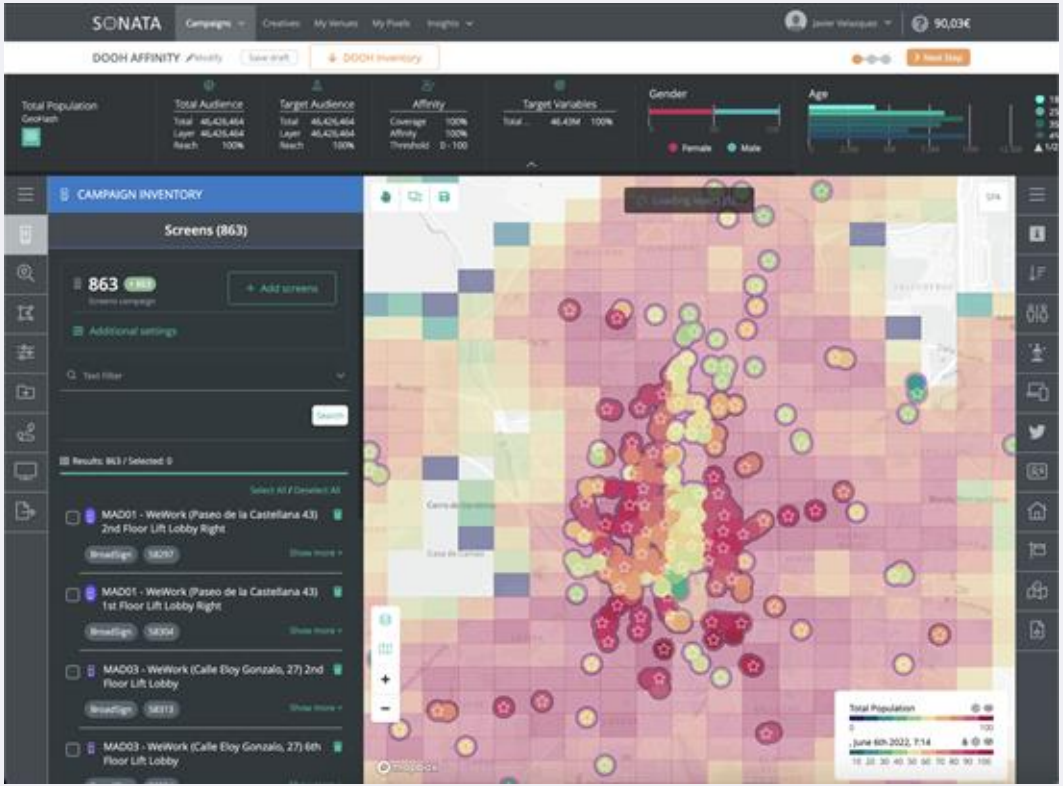
Activate more where there is more target

3



Group the screens according to the presence of your target and activate more in the most related areas.

DOOH PLANNING



TOTAL SCREENS

Available screens for activation with associated volume and inventory confirmed by the OOH Owner & SSPs

PLANNED IMPRESSIONS

Estimated campaign impressions volume, including audience bid multiplier, associated to user's estimated mobility

ON TARGET IMPRESSIONS (*)

Percentage of Planned Impressions that will impact defined campaign target. This data is calculated based on affinity indexes per screen, obtained through Sonata LI analysis.

(*)Estimated

TRADITIONAL DOOH VS PROGRAMMATIC DOOH PLANNING

TRADITIONAL MODEL

Each screen is activated following a flat delivery without equalizing weights or priorities depending on the target

	Women 30-45	Women 20-50	Men 25-50
Screen 1			
Screen 2			
Screen 3			
Screen 4			
Screen 5			
Screen 6			
Screen 7			
Screen 8			
Screen 9			
Screen 10			
Screen 11			
Screen 12			
Screen 13			
Screen 14			
Screen 15			
Screen 16			
Screen 17			
Screen 18			
Screen 19			
Screen 20			

>

PROGRAMMATIC DOOH IN SONATA

SONATA PLATFORM allows to associate each screen to a specific target using affinity indexes. Creating groups and activation criteria based on Coverage, Affinity or both.

	Women 30-45	Women 20-50	Men 25-50
Screen 1	75	71	34
Screen 2	42	49	86
Screen 3	33	52	71
Screen 4	89	72	25
Screen 5	91	65	34
Screen 6	96	91	96
Screen 7	63	67	55
Screen 8	71	41	51
Screen 9	52	45	68
Screen 10	24	32	24
Screen 11	83	91	83
Screen 12	87	48	61
Screen 13	91	87	48
Screen 14	99	91	45
Screen 15	34	45	79
Screen 16	52	67	58
Screen 17	56	56	51
Screen 18	61	67	24
Screen 19	88	82	31
Screen 20	81	95	77

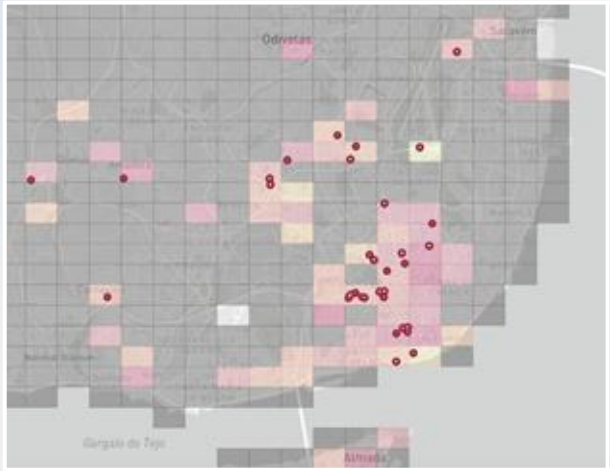
EJ| *Screen 1* gets a higher audience volume for targets 1 and 2. So, for this reason, it assumes a higher % of budget to reach those targets. 3rd target group can be also activated in this screen but only in a reduced number of cases and contexts, attending variables like daypart or proximity or store proximity. These numbers represent index values from 0 to 100.

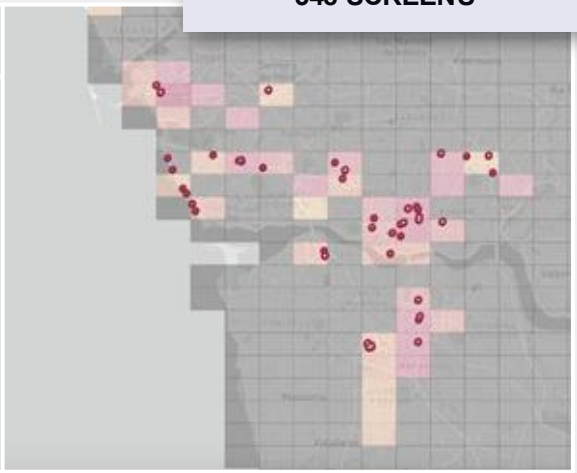
548 SCREENS

GEO |
PORTUGAL

AUDIENCE |
Socio-demo: 35-55
Navigation Interest: Fashion, Society, Finance.
Social Media Interest: Luxury Fashion, Fragrances.

POIs |
- Nearby Fashion Stores





PLANNED IMPRESSIONS	PLANNED SCREENS	AFFINITY INDEX	SHARE OF SPENDING	ON TARGET IMPRESSIONS
1.380.195	**54**	*78%*	*60%*	1.076.392
737.013	**238**	*60%*	*30%*	442.285
106.169	**256**	*32%*	*10%*	33.901

TOTAL ON TARGET(*)

1.552.578
70% (de 2.2M)

Optimized planning: *The campaign volume (%Share) is distributed taking into account the affinity index, which* ***allows increasing the number of impacts on target with the same activation***

React and adapt

Programmatic DOOH increases efficiency and relevancy

Activate campaigns and/or creative based on the most relevant time and audience for your campaign, adapting them to changing contexts

7:00 TO 11:00 AM

Commuters & Office Workers

11:00 TO 5:00 PM

Shoppers & Tourists

6:00 TO 1:00 AM

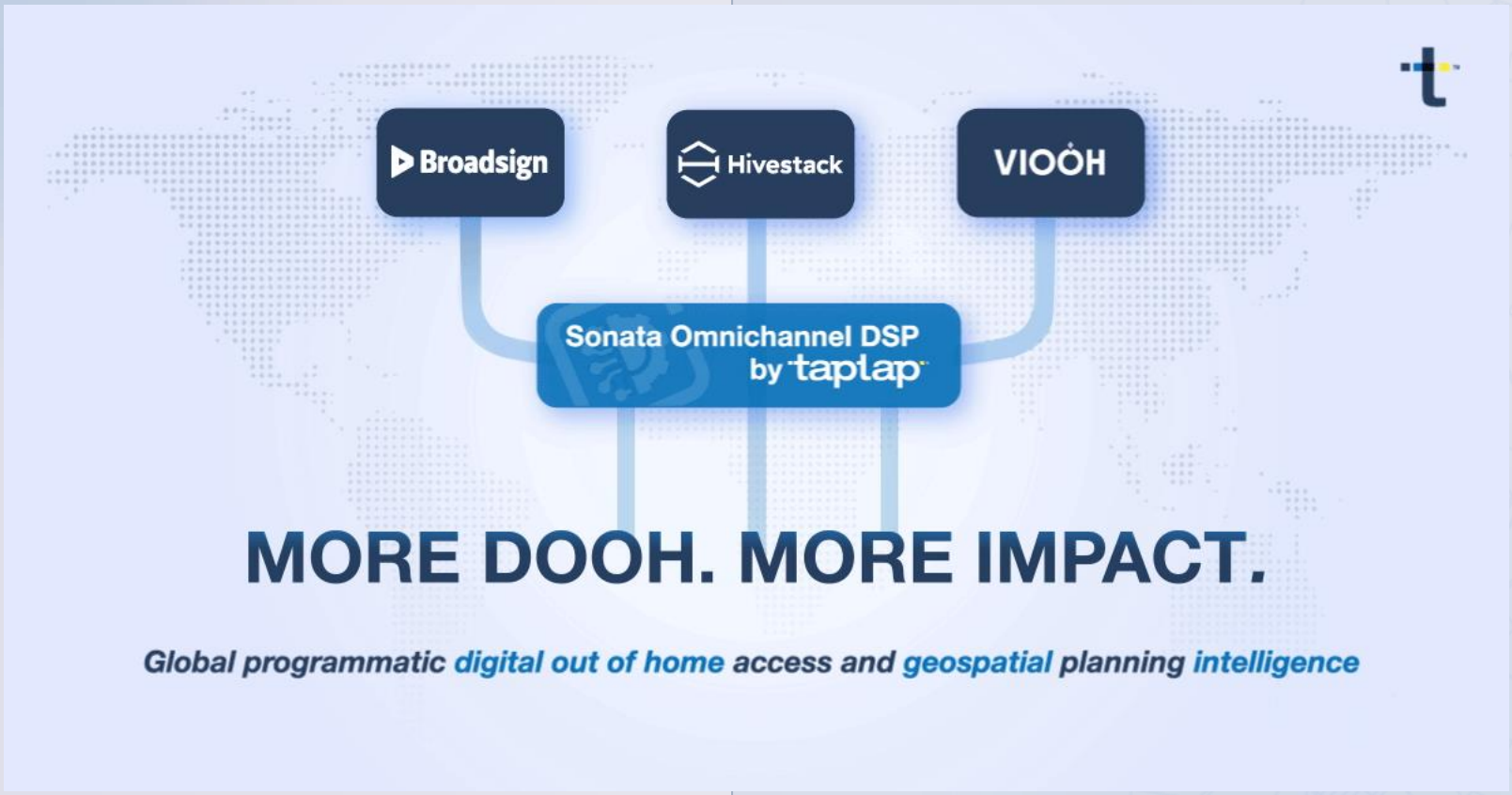
Evening Out Crowd



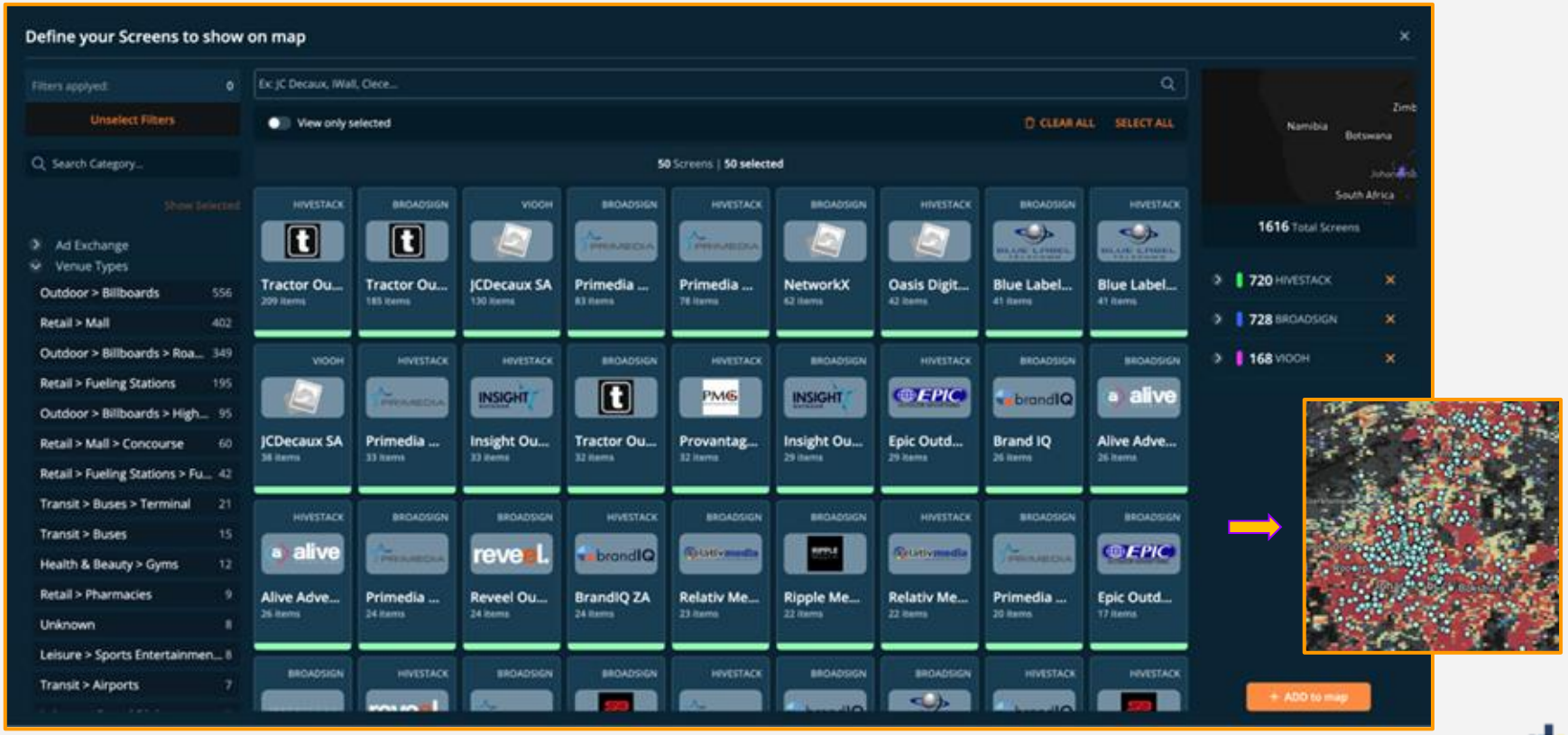
Solutions & Activation
- pDOOH

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Broadsign
Hivestack
VIOOH
Sonata Omnichannel DSP
by taplap
MORE DOOH. MORE IMPACT.
Global programmatic digital out of home access and geospatial planning intelligence

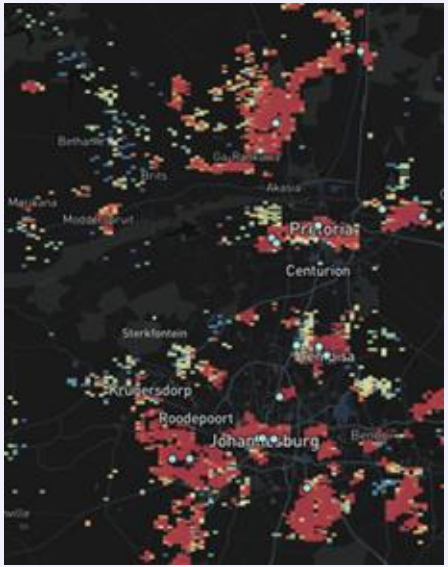
Scale and Analysis – DOOH Access

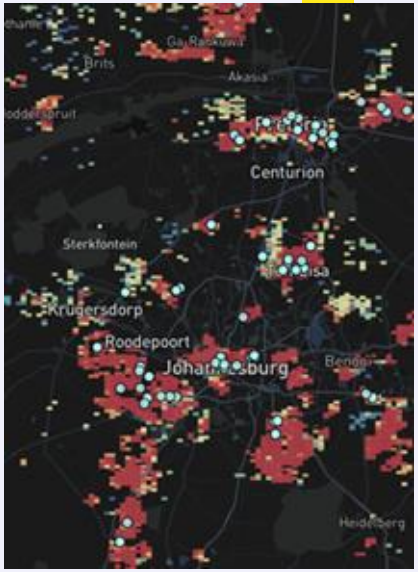


DOOH capability

Flexible and efficient

Programmatic DOOH increases targeted reach

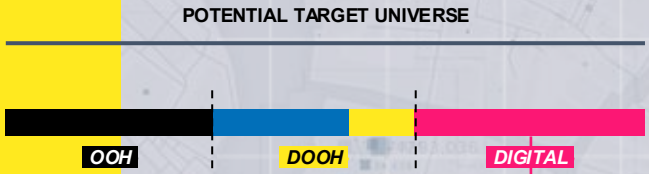


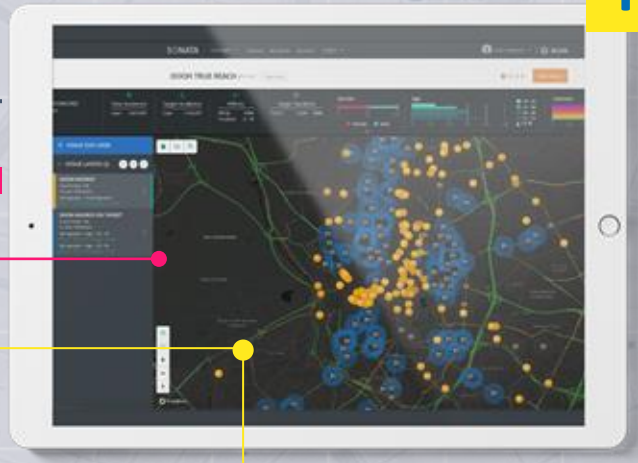


Traditional OOH 2 week campaign
Fixed sites means non stop campaign for two weeks with fixed pricing and **fewer placements**

Programmatic reach
Modulate investment in **more** screens according to their relevance among your target audience

Combine DOOH, OOH & *one to one* digital campaigns into a *single activation*





Retarget users exposed to (D)OOH on digital channels for campaign lift or activate high affinity zones without (D)OOH placements to extend your reach



EXTENDED REACH

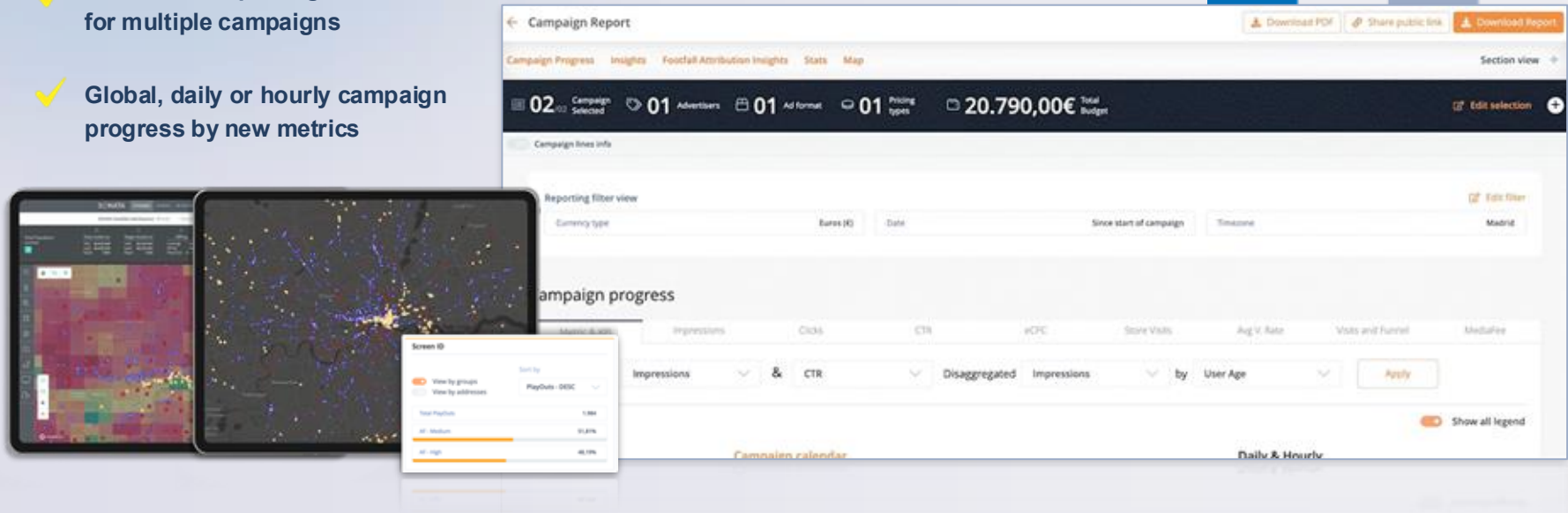
Identify zones with high audience affinity that lack OOH and DOOH coverage to activate new audiences and generate additional reach

DIGITAL RETARGETING

Retarget users exposed to outdoor campaigns in the moment or in other contexts to increase engagement and achieve digital KPIs

Reporting Dashboards

- Cumulative reporting for multiple campaigns
- Global, daily or hourly campaign progress by new metrics



Automatic and highly visual campaign insights with flexible sorting

Filter reporting by unit of location, from data per zip code to country
& Deep location insights

Easily shareable and real time



EUROPE | NORTH AMERICA | SOUTH AMERICA | AFRICA