bulzi®

ADVERTISER SOLUTIONS

Bulzi specializes in serving addressable ads across all digital channels and delivers powerful new metrics based on real-world consumer behavior.

TARGET
- Ads are served using addressable technology, targeting consumers based on their individual or household attributes rather than context.

DELIVER
- Digital ads are sent directly to selected individuals or households (anonymously) via mobile, out of home, connected TV or online channels.
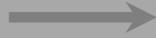
MEASURE
- Campaigns are measured against actual consumers who are exposed, including unduplicated reach and frequency across all channels as well as attribution measurements using mobile data.

REPORT
- In-flight and post campaign metrics report attributes, channel, frequency of exposure, and response time from ad exposure.

METHODOLOGY

Mobile Data Analytics → **Addressable Campaign Activation** → **Attribution & R/F Measurements**

Mobile Data Analytics

Bulzi ingests billions of high-precision mobile phone and IP location records from data partners each week. We analyze this data using proprietary, patented technology in an isolated safe-house environment to accurately associate 100+ million consumer-owned screens to the consumers or their household. Commercial data sets are attached to the anonymized mobile device identifiers. All personally identifiable information is stripped out before the data is made available for use by Bulzi.

Addressable Campaign Activation

The resulting anonymous consumer attributes are sent to Bulzi's advertising platform for campaign activation on consumer devices or enabled public-space screens. Household- and individual-level targeting attributes are used to deliver campaigns directly to the consumers of interest without wasting ad spend on rough approximations.

Attribution & R/F Measurements

Bulzi campaign deliverables include unduplicated reach and frequency measurements as well as GRP equivalents. Performance can be measured by Bulzi's footfall attribution metrics derived from actual consumer behavior via online tools for brick and mortar locations or against the retailer's POS data (if provided).