bulzi

DOOH PUBLISHER SOLUTIONS

Bulzi connects digital place-based OOH networks to digital audience-based marketplaces.

AUDIENCE-BASED
- Bulzi sells digital audience-based ads (not place-based). Participating digital OOH publishers contract with us to sell unsold inventory through our independent sales channels.

MOBILE MEASURED
- Our proprietary zBeacon® technology senses mobile devices in proximity to each screen, allowing Bulzi to measure impressions and audience characteristics in real time.

REAL-TIME DELIVERY
- Bulzi ads are inserted into available ad slots in real time, based on the real-time consumer characteristics as measured by the zBeacons.
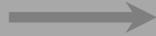
NO CONFLICT
- Because our ads are measured like digital and targeted like addressable TV, our ad sales come from digital and TV buyers, not OOH.
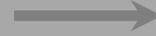
METHODOLOGY

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).