

RETAIL SOLUTIONS

Bulzi delivers consumer-targeted ads across all digital ad channels inside and outside the home, with integrated footfall lift measurements.



TARGET • Select the targeted consumers, households, and devices from over 950 audience variables, addresses, or retail visitors to store locations (yours and /or your competitors).

DELIVER • Serve targeted digital ads directly to selected individuals or households (anonymously) via OOH, mobile, connected TV and online channels.

MEASURE • Directly measure when targeted consumers are exposed to the ad campaign and when they show up in your store.

REPORT • Provide in-flight and post campaign metrics and profiles of responders by 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).