



MATUVU

Every Ride Tells a Story

Driving Hyperlocal Performance in Greater Montreal



Your Customer Isn't Waiting. They're Moving.

In today's world, attention is mobile. Your customer is not sitting still—they're commuting, exploring, living. Every step they take is an opportunity to connect.

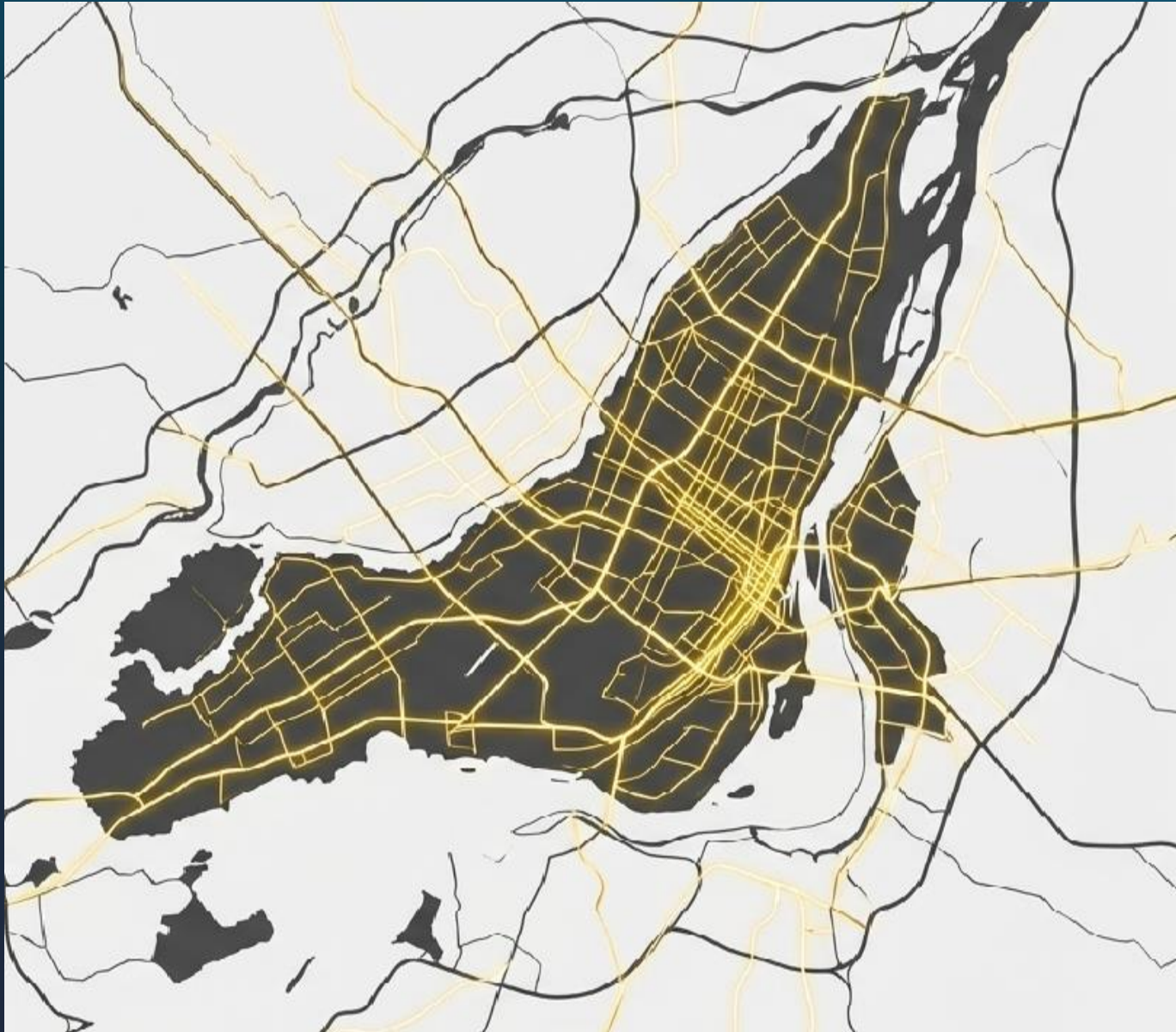
Traditional advertising is fixed, but the audience is in constant motion. How do you tell a story that moves with them?



We Turn Advertising into Street-Level Storytelling.

MATUVU's network of mobile digital screens lets you meet your customers exactly where they are. Powered by real-time GPS targeting, your story begins on the street, in motion, and alive. This isn't interruption; it's a narrative that moves with the rhythm of the city.





**Unmatched Reach,
Unmissable Impact.**

**77,000
km/week**

Our fleet travels across Greater Montreal every week, delivering your message to countless neighborhoods. Unlike static media, we capture audiences where they are: commuters, shoppers, diners, and event-goers.

Our eye-level screens are positioned above traffic, placing them directly in the line of sight for both pedestrians and drivers.

From Programmatic Bid to Panoramic Brand Experience



Our system transforms your programmatic buy into a dynamic, city-wide presence. Through our integration with Vistar, you activate campaigns that seamlessly flow to our mobile screens. Every impression is tracked and informed by real-time data, transforming fragmented attention into an orchestrated brand experience.

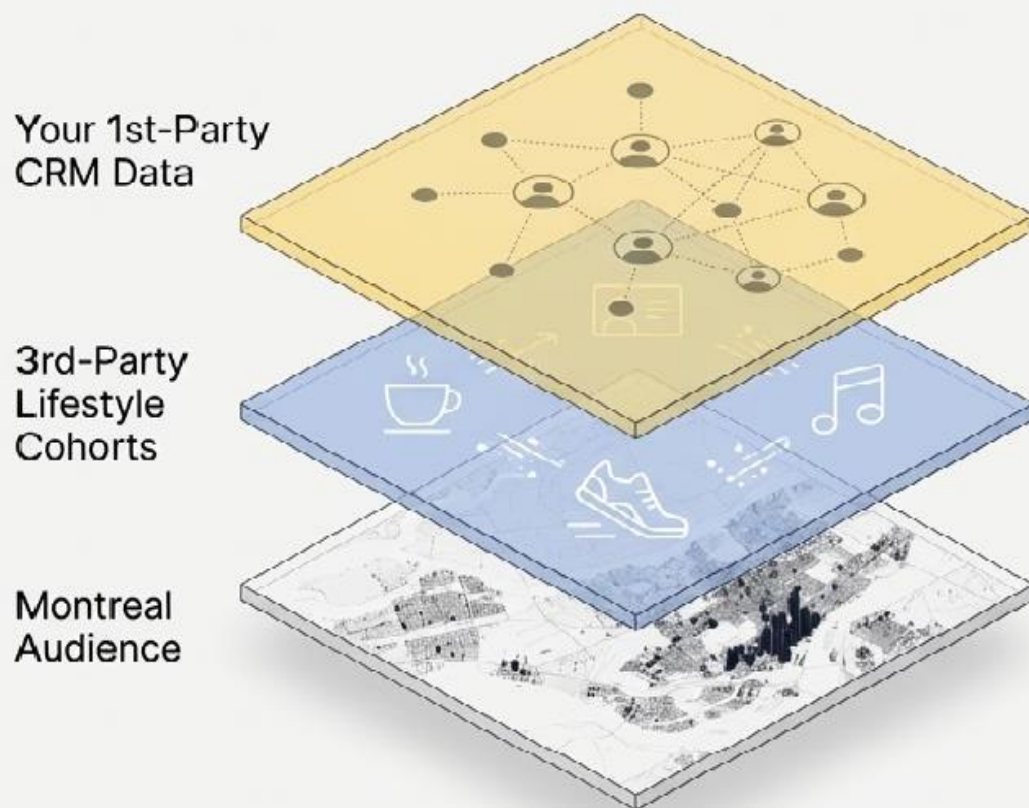


Precision Control for Maximum Relevance.

Move beyond broad campaigns with true hyperlocal control.

- **Geo-Fencing:** Activate ads within a precise 250-500m radius of key locations, syncing your mobile message with physical venues or events.
- **Dynamic Triggers:** Automatically swap creative based on real-time variables like time of day, weather conditions, or live event data.
- **Creative Control:** Utilize our Enroute CMS for borough-specific visuals, dayparting, and mid-campaign pivots based on performance.

Reach Your Audience, Not Just an Area.



Our programmatic integration allows you to layer valuable data onto every auction, ensuring maximum efficiency and relevance.

- ❖ **YOUR DATA:** Activate your first-party CRM segments to target existing or lookalike customers on the move.
- ❖ **THIRD-PARTY DATA:** Leverage lifestyle cohorts and other audience data through Bidstream Data Sharing to find new customers with precision.
- ❖ **RESULT:** Your message is served only to the audiences that matter most to your brand.

The Connected Journey: From First Glance to Conversion.



MATUVU is the spark. Our mobile screens serve as the powerful first touchpoint in your customer's journey. Through Vistar's programmatic retargeting, the narrative continues as they walk past a digital billboard or are served a mobile ad carrying the same creative. You own the entire arc: from ride to recognition, from impression to conversion.

Data is the Evidence of Connection.



Impressions Tracked Live

See exactly where and when your ads are served, validated by real-time GPS and audience data.



Engagement Rates

Measure direct interaction through QR codes and other calls-to-action.



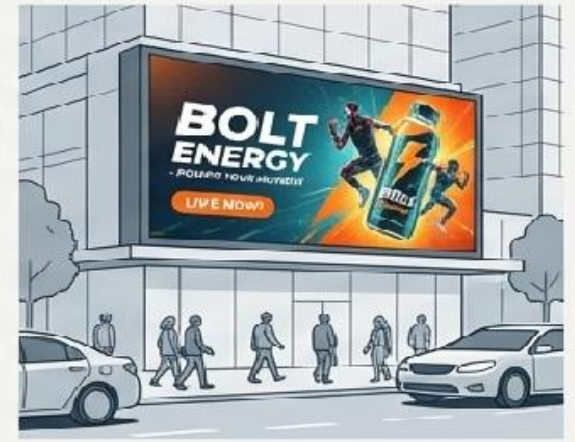
Conversion Lift

Quantify the impact of your campaign through comprehensive retargeting and attribution studies. Our statistics consistently show a significant boost when combining mobile and static DOOH.

The MATUVU Advantage.

	MATUVU Mobile DOOH	Traditional Static DOOH
Reach	✓ Dynamic & City-Wide	Fixed & Localized
Targeting	✓ Hyperlocal, Geo-Fenced, Dynamic	General & Static
Control	✓ Real-Time Creative Swaps	Slow & Manual Updates
Measurement	✓ Real-Time Impression & Performance Data	Estimated Traffic Counts
Efficiency	✓ High-Frequency Impressions at Lower CPM	Premium Large-Format Costs

Your Campaign in Motion: A Use Case



Imagine launching a new energy drink during a week of concerts at the Bell Centre.

- 🎯 **Target:** Geofence a 500m radius around the venue, activating ads two hours before each show.
- ② **Engage:** Serve dynamic creative featuring the performing artist to fans as they arrive.
- 📶 **Amplify:** Retarget exposed devices on static DOOH screens in the surrounding entertainment district post-event.
- 📊 **Measure:** Track impression delivery, lift in brand awareness, and foot traffic to retail partners nearby.

The Future of Advertising isn't on One Screen—It's Everywhere Your Customer Goes.

Together, we can transform fragmented attention into a seamless, measurable journey. Let's pilot a campaign that doesn't just advertise—it moves with Montreal.

Let's talk. Let's test. Let's take the street.



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