



DATA DRIVEN DECISIONS

PatternView

Advertising Opportunities

PERFECT YOUR PLACEMENT

Location data is a powerful tool for advertisers and businesses to use in order to optimize their campaigns.

GEO-TARGETING

Our data pinpoints specific locations to reach the most relevant audience to you, ensuring that your ads are seen by people interested in the product or service.

CONTEXTUAL TARGETING

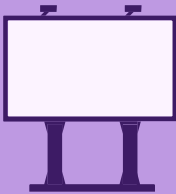
Identify relevant contexts, such as nearby businesses, gas or charging stations, competitors, events, and more to deliver highly targeted ads.

TIME-BASED TARGETING

Understand the time of day and day of the week that's best for your advertisements. Schedule your ads to reach people at the times when they are most receptive.

ASSESS YOUR IMPACT

VALIDATE OOH ADVERTISING IMPACT



Track the performance of advertising inventory in specific areas and measure metrics that quantify impressions and enhance return on investment (ROI).

IDENTIFY HIGH PERFORMING LOCATIONS



Identify the most effective locations for your campaigns and use this data to optimize future campaigns and allocate budgets more efficiently.



By leveraging PatternView's location data, advertisers can create more effective, targeted, measurable campaigns, and showcase how data supports your businesses pricing strategies and sponsorship value; ultimately driving better results.



VALIDATE YOUR PRICING AND VALUATION



Location data allows businesses to adjust advertising prices based on real-time demand and competition in specific areas. This way, you can maximize profits and negotiate better deals for ad space based on its true value.