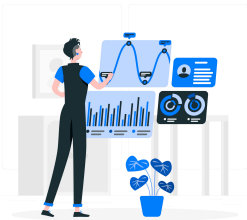




MOD MEDIA ADS ANALYTICS REPORT

5 Modes of Analytics

Descriptive Analytics



Gives an account of what engagement data has been captured in the advertising timeframe.

Real-Time Analytics



Gives insights into up-to-the-minute data as the Digital Billboard Truck drives on your chosen route.

Predictive Analytics



Uses past results to forecast trends and optimize future performance, driving future outcomes.

Prescriptive Analytics



Offers data-driven recommendations for the best future routes to maximize engagement.

Analytics Reporting

Analytics reporting is important because it provides **data-driven insights** that help businesses measure performance, optimize strategies, and make informed decisions. For advertising, analytics reporting:

- **Tracks Engagement:** Measures audience interaction, reach, and impressions.
- **Optimizes Campaigns:** Identifies what works and where improvements are needed.
- **Enhances ROI:** Ensures marketing budgets are spent effectively.
- **Supports Forecasting:** Predicts trends for better future planning.
- **Increases Accountability:** Provides clear data to justify advertising investments.

For Mod Media Ads, analytics reporting ensures advertisers understand their campaign's impact, refine strategies, and maximize engagement along chosen routes.

Analytics Metrics

1/16/25, 2:32 PM

Mobilytics



Truck 1

Asset 3517 📍 Royse City, Texas

MOD Media



Default: Dec 19 2024 - Jan 16 2025

Filter Date

Average Daily OTS

23,582

Total Period OTS

542,375

Daily Unique OTS

Coming soon

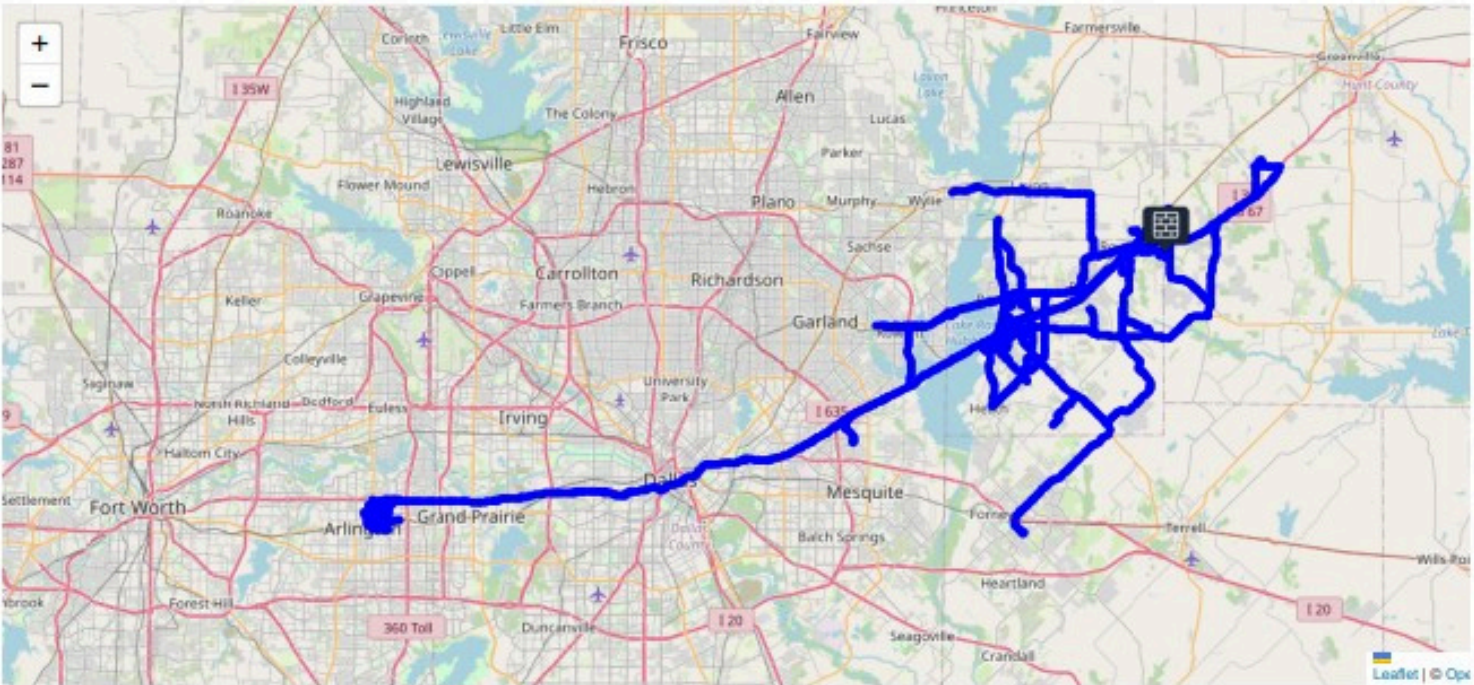
Unique Total Period OTS

Coming soon

Asset Size

0' 0" x 0' 0" x 0' 0"

Route Map



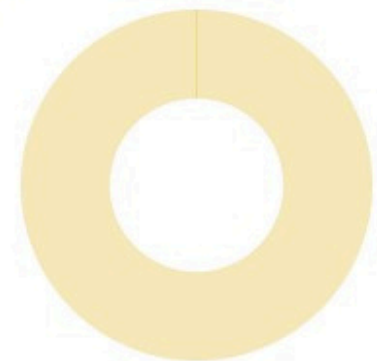
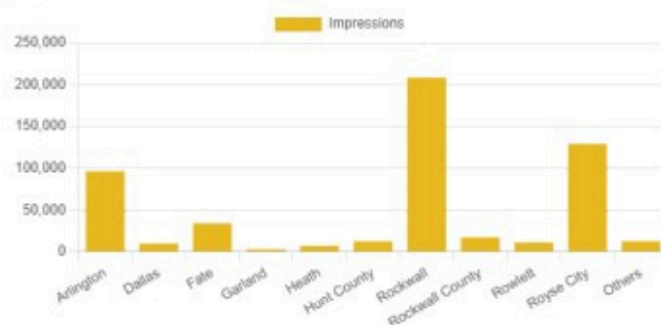
Analytics Data

Analytics reporting on impressions, which is a unique cellphone within a distance 50 yards of the Billboard truck.

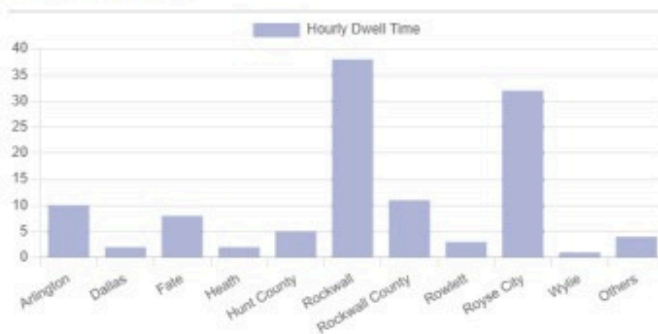
- **City:** Measures impressions within each city in the DFW Metroplex.
- **Total Time Per City:** Hourly Drive Time.
- **Total Time Per Region:** Total Drive Time per City.
- **Hourly Impressions:** Unique Impressions Hour by Hour.
- **Daily Impressions:** Reporting when on a Monthly Contract.

1/16/25, 2:32 PM

Mobilytics



Total Time Per City



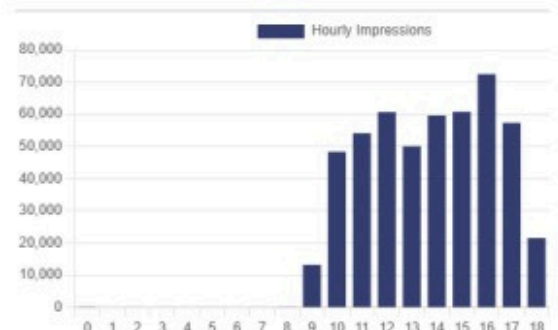
Total Time Per Region



Dwell Time



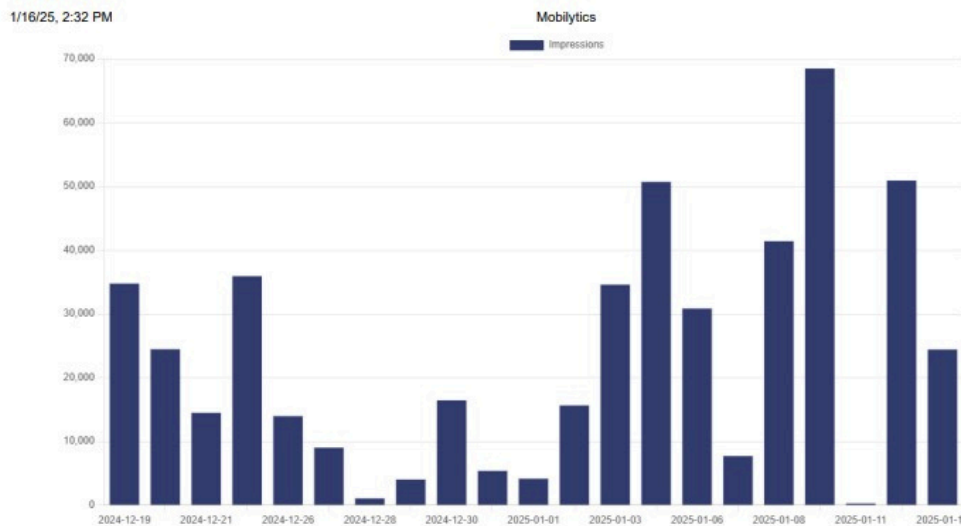
Hourly Impressions



Monthly Truck Routes

An advertiser looking for hyper-local advertising, top-of-funnel marketing, brand awareness, and increased customer traffic should advertise on Mod Media Ads' state-of-the-art LED Digital Billboard Trucks because:

- **Unmatched Visibility:** Mobile billboards move through high-traffic areas, ensuring maximum exposure to both vehicular and pedestrian audiences throughout the day.
- **Hyper-Local Targeting:** Unlike static billboards, our trucks reach specific neighborhoods, business districts, and event hotspots, putting your brand directly in front of the right local audience.
- **High Engagement & Recall:** Bright, dynamic LED displays grab attention far more effectively than traditional billboards or static ads, increasing brand recall and engagement.
- **Cost-Effective Top-of-Funnel Marketing:** Digital billboard trucks generate massive impressions without the high costs of TV, radio, or digital ads, making them perfect for building brand awareness at scale.
- **Drives Customer Traffic:** By promoting your brand in key locations, such as near stores, shopping centers, or event venues, our mobile billboards directly influence foot traffic and customer visits.
- **Flexible & Real-Time Campaigns:** Unlike traditional billboards, content can be changed instantly to match promotions, time-sensitive events, or audience demographics.



All Photos



Associated Sensor

Modernize Your Advertising and Light Up Your Brand

Established	2022, A Family-owned Business established in Rockwall, TX.
Our Vision	Revolutionize the advertising landscape with hyper local targeting with State-of-the-Art Digital LED Mobile Billboard Trucks.
Our Mission	To deliver personalized, high-quality advertising services that provide significant value and return on investment for our clients, fostering long-term relationships and mutual growth.
Our Values	Trust, Integrity and Personalized Service.
Your Brand Illuminated - on DFW Mobile Billboards	We take pride in our ability to deliver high-quality, cost-effective advertising strategies that drive growth and success for our clients. With a dedicated team and a client-centric approach, MOD Media is your trusted partner in navigating the ever-evolving advertising landscape.
Custom, Unique & Affordable Advertising Solutions	Our tailored advertising solutions are designed to provide maximum impact at a fraction of the cost, ensuring that our clients receive the best possible return on their investment.

With Mod Media Ads, you're not just seen - **You're Remembered.**

Put your name in lights and **drive real results** with
High-impact LED Digital Billboard Truck advertising!

MOD Media Ads, LLC

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