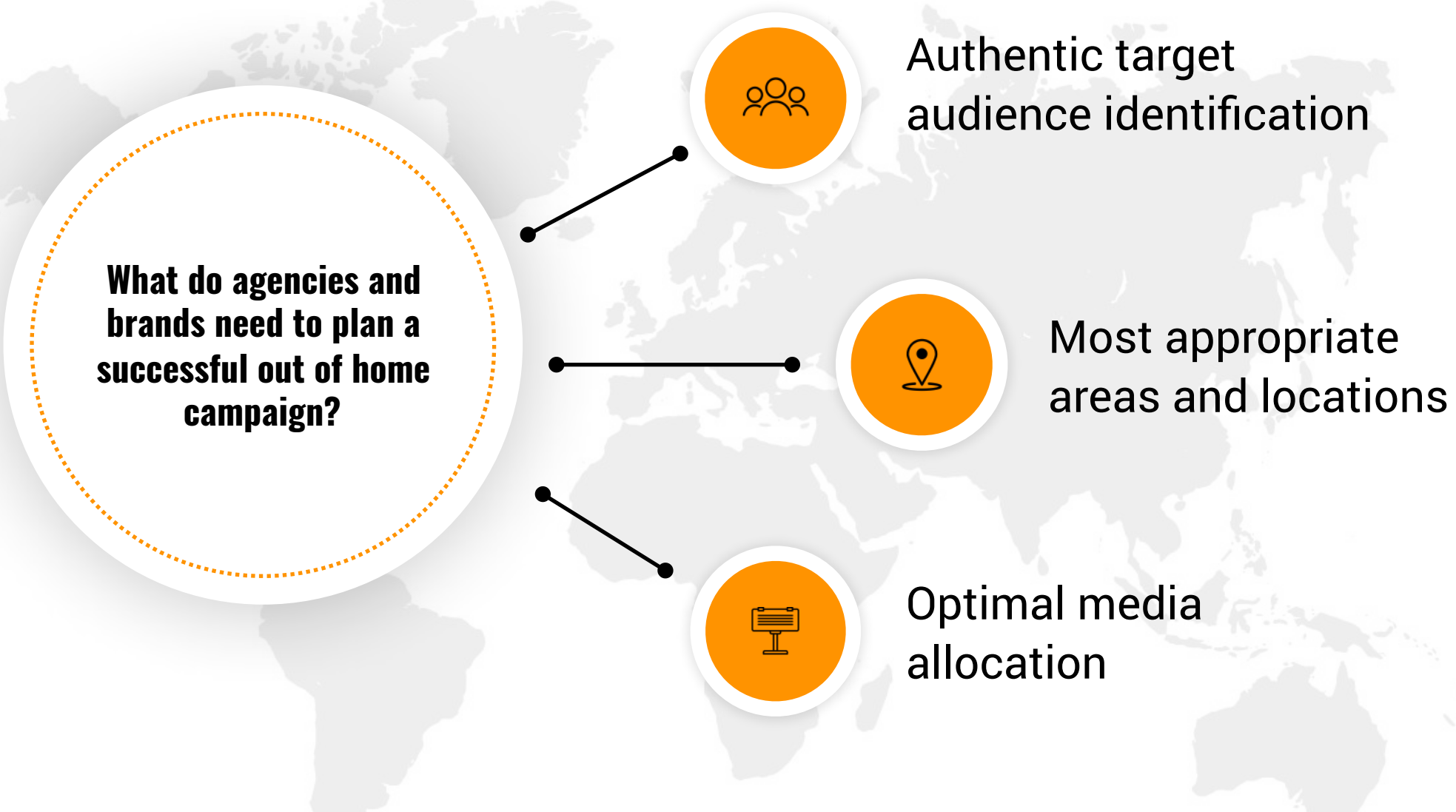# Outdoor Media and Campaign Planning Platform as a Service

A comprehensive out-of-home advertising software solution for data-driven campaign planning, media management, psychographic analysis and marketing activations.

For agencies, brands and advertisers

OOH

What do agencies and brands need to plan a successful out of home campaign?

Authentic target audience identification
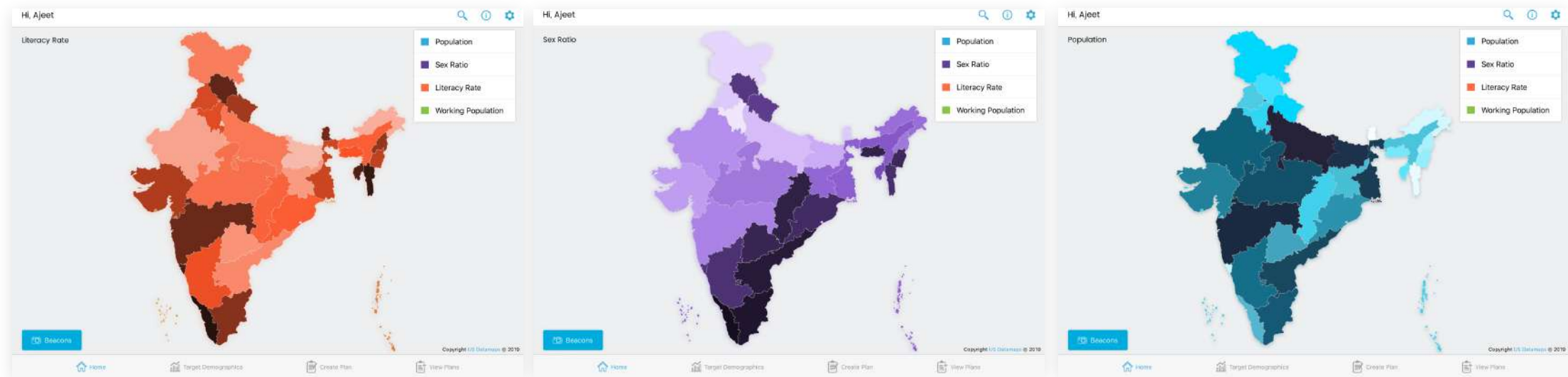
Most appropriate areas and locations

Optimal media allocation

Hashbrown's media and campaign planning platform provides just that - meaningful data and invaluable insights, which allows marketers to plan their outdoor marketing initiatives effectively.

Identification of ideal, actionable locations enables you to advertise in sites that hold maximum strategic value.
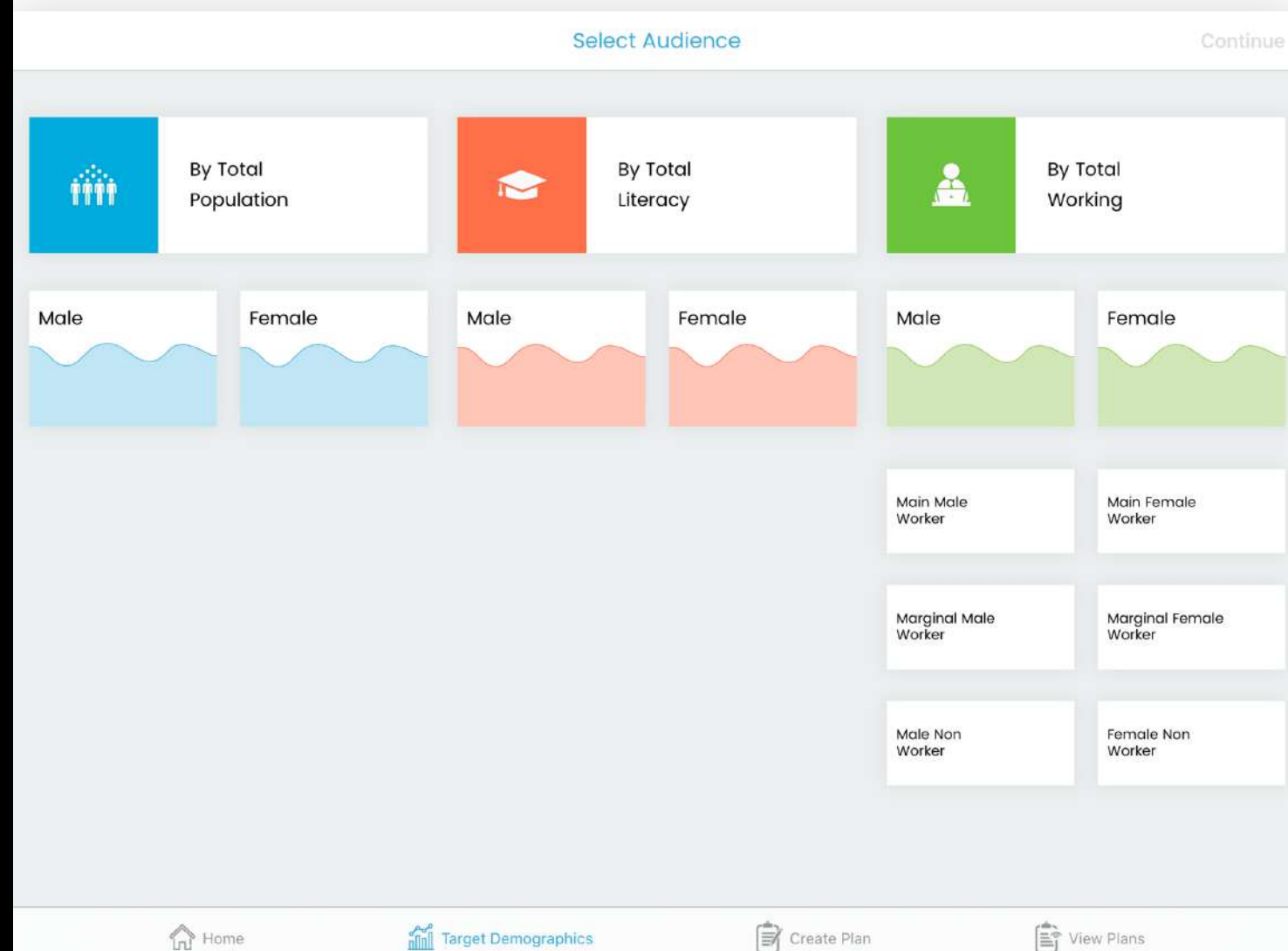Determine audience based on gender, income level, age group, employment status and literacy. Target audience metrics may be further improved by combining other first-party data that you might have access to.

Darker the area, higher the density

Design an effective campaign for maximizing the Return on Investment (ROI) by targeting the right audience, in the right places, and by allocating optimally across various media.
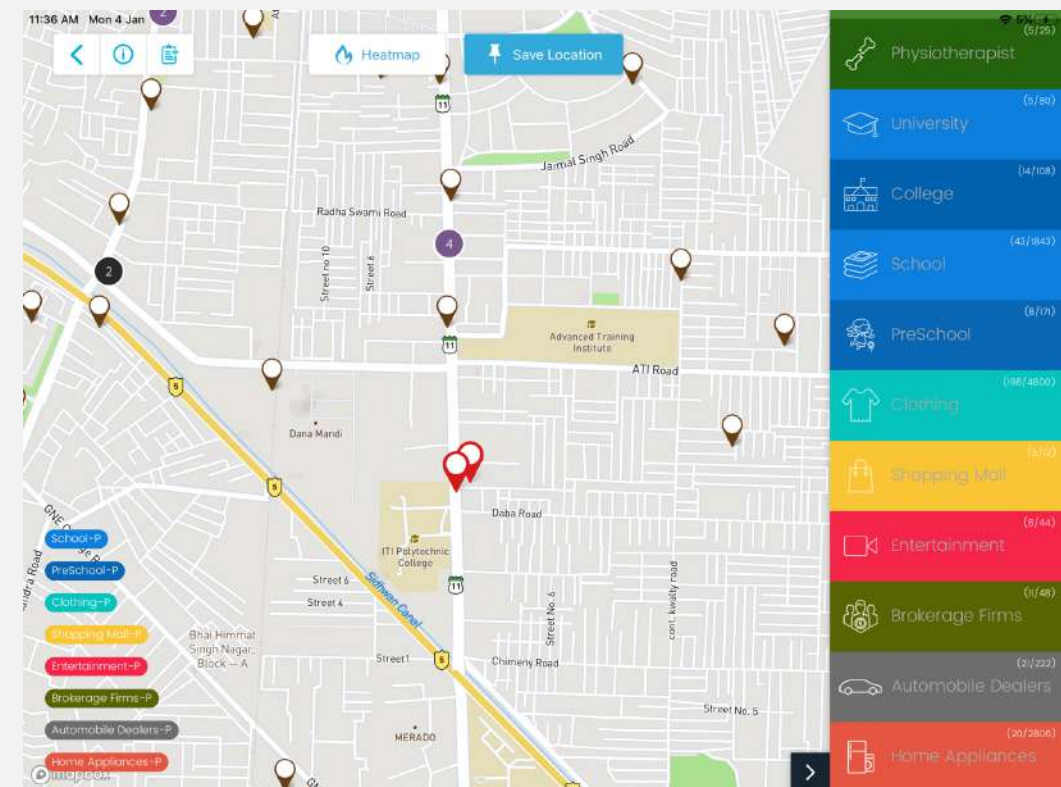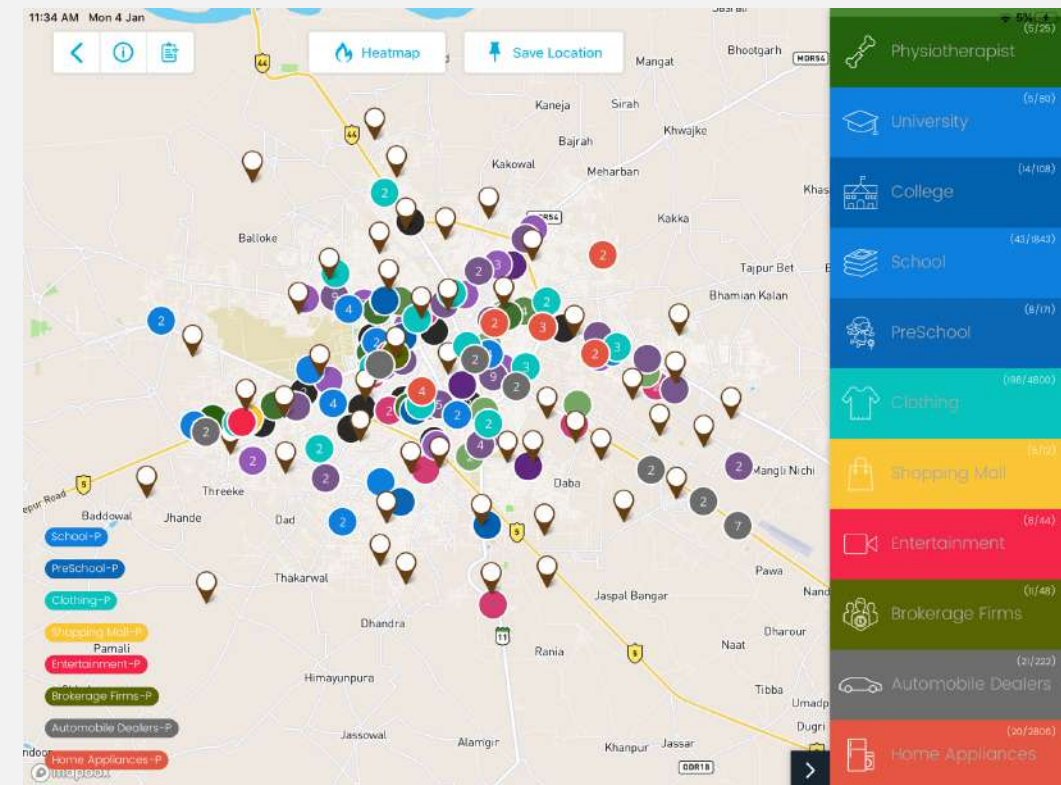
Dividing the audience into clearly defined groups, sub-groups, interests, consumer behaviour and various socio economic factors helps create an optimized targeted plan

Select Audience

Continue

By Total Population

By Total Literacy

By Total Working

Male

Female

Male

Female

Male

Female

Main Male Worker

Main Female Worker

Marginal Male Worker

Marginal Female Worker

Male Non Worker

Female Non Worker

Home

Target Demographics

Create Plan

View Plans

How it works

POI Identification

From general entertainment, financial services hubs to healthcare and education hubs, cities and towns, our solution identifies potential POIs with a large concentration of your specific target group as the first step in devising an effective outdoor campaign.
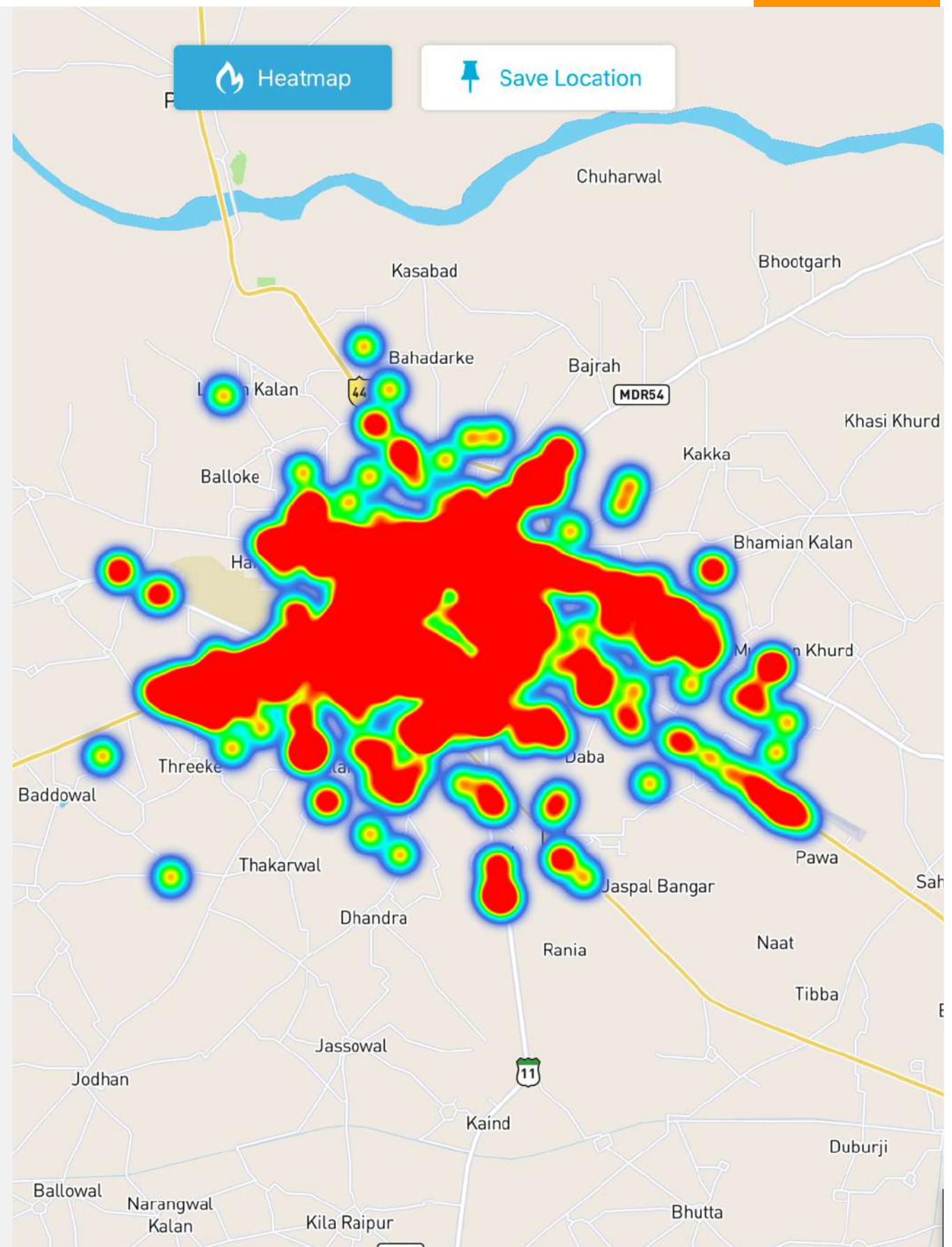
How it works

Area Recommendation

The campaign planner can select as many relevant POIs from the available pool.
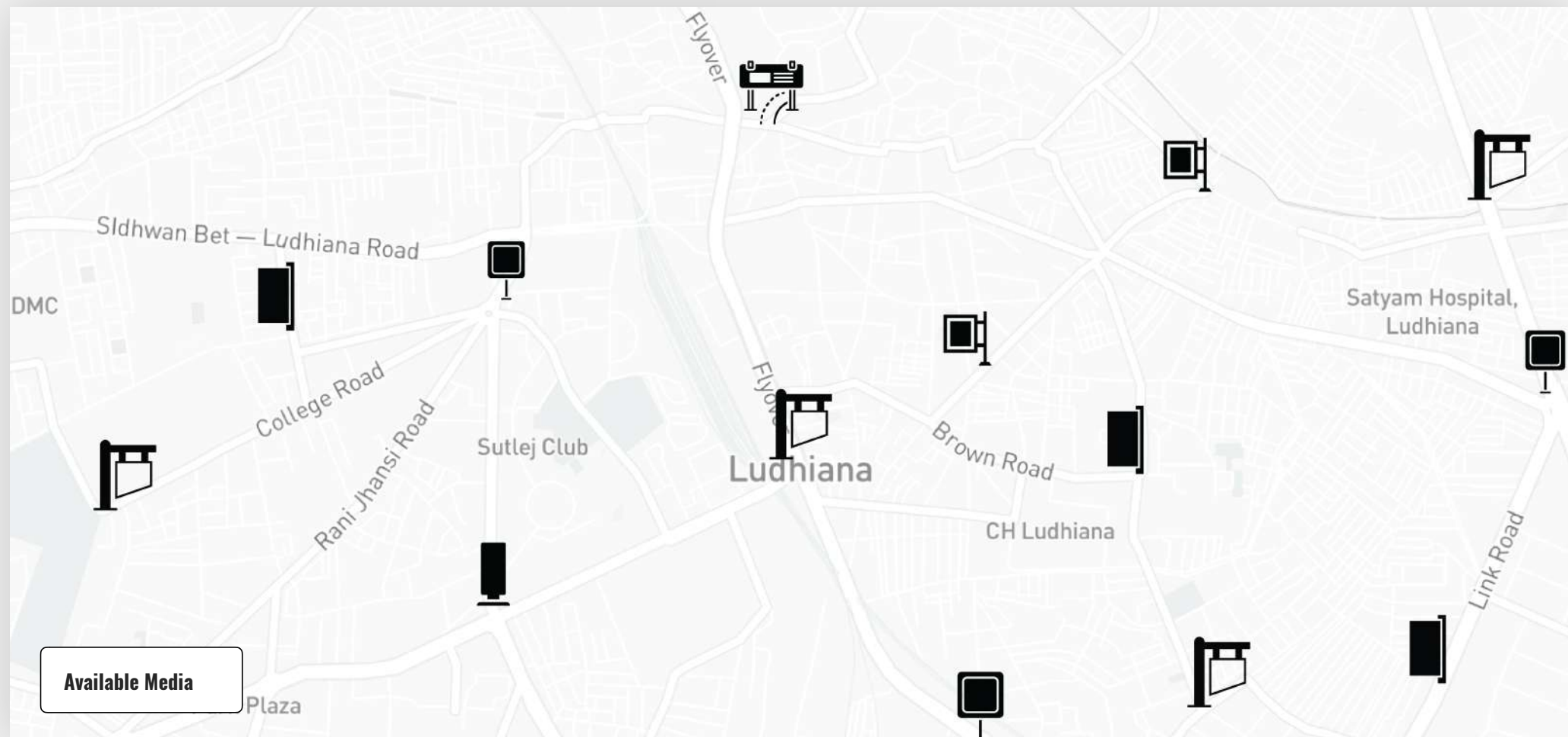The tool then generates a heat map which recommends potential areas best suited to the outdoor campaign requirements.

How it works

Media and Area Selection

The tool displays recommended areas for billboards, hoardings, transit media, wall paintings, etc. from various sources. Select the appropriate area and media to kickstart your OOH campaign.

Success Stories

Our first deployment for U.S. Advertising Agencies was audited by KPMG and had generated an exponential revenue growth for our client, which is a testament to the credibility of our software.

Contact Us

Visit

Media & Campaign Planning

for more information

Or

Write to us at

contact@hashbrown.com