

Out-of-Home Audit & Media Monitoring Services



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TRUST,
BUT
VERIFY



Independent Media Monitoring, Audit, Compliance,
Physical Verification & Reporting Services.

Clarity, Control & Commitment

OOHAudit is purpose-built to bring structure, clarity, and accountability to the outdoor media industry. We help you reduce pilferage, improve performance, and ensure that your campaigns are executed as planned.

We have helped brands bring down pilferage from over 30% to under 9% with our technology, tools, and a field team that works as an extension of yours. We track every detail and ensure your branding performs where it matters.

Better Branding with OOHAudit

In the next few slides, we will show how our services support your campaigns and strengthen your media operations.

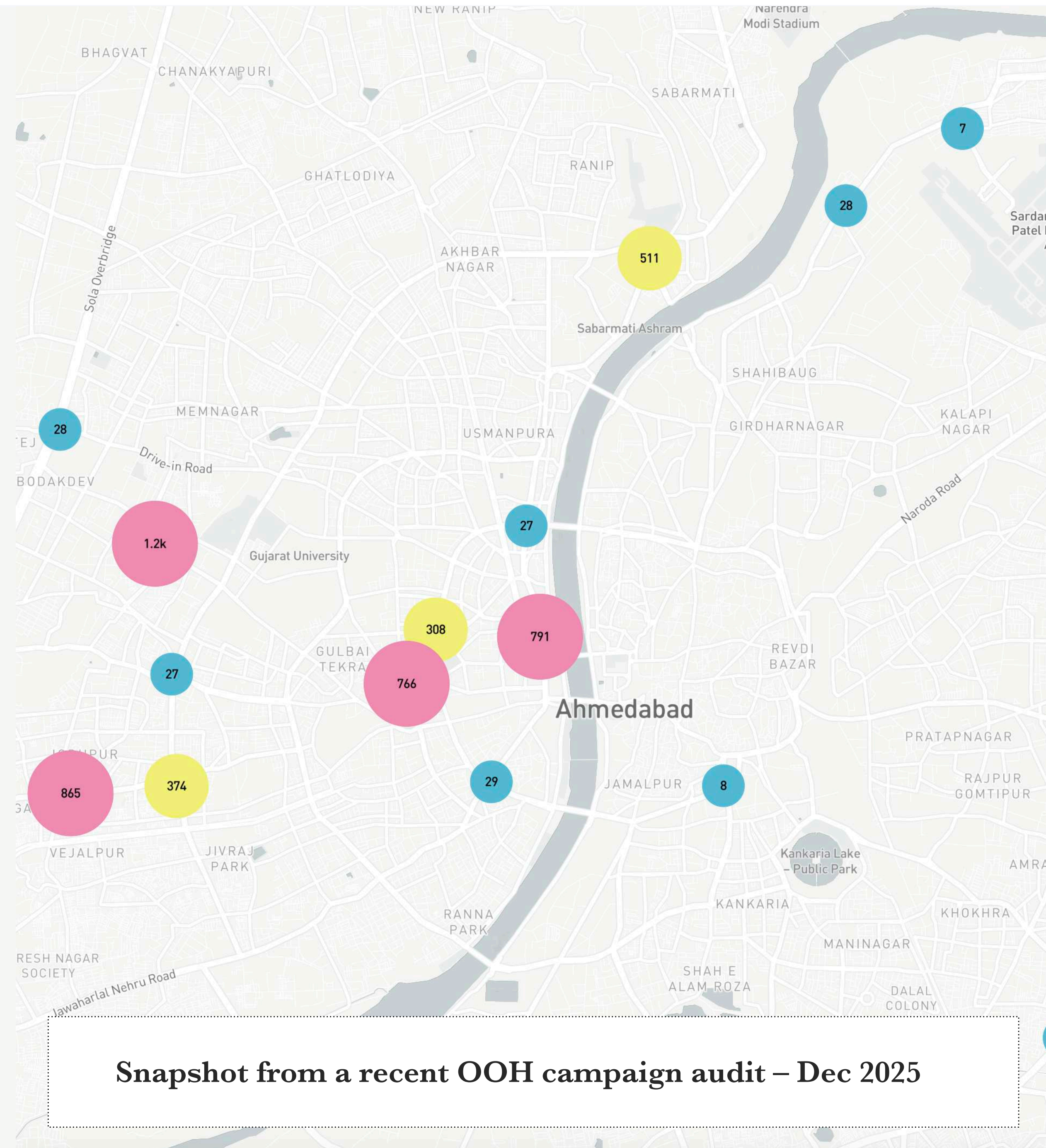


Nationwide Coverage

Our field teams are present across the length and breadth of the country, from metro cities and state capitals to highways, rural belts, and last-mile interiors.

We conduct over **25,000 audits** per month covering **26 states** and over **150 towns** and **cities**.

We have the team, the presence, and the infrastructure to support campaigns at scale — across formats, geographies, and timelines.



Billboards, Bus Shelters, Foot Over Bridges & More

We audit media on the ground, capturing real-time, geo-tagged proof to ensure your campaign is executed just as planned and objectives are achieved.

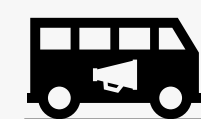
- Billboards & Unipoles
- Bus Queue Shelters (BQS)
- Foot Over Bridge Panels (FOBs)
- Pole Kiosks & Gantries
- Street Furniture
- Wall Wraps

We are your eyes on the ground, present wherever your branding is placed to collect geo-tagged proof and ensure your campaigns perform as planned.



Transit Media

Transit media is mobile, fragmented, and often difficult to verify — these challenges call for a structured, on-ground approach.



Our field teams conduct detailed audits across depots, terminals, and active routes. We capture the media quality and ensure consistency across all moving assets.



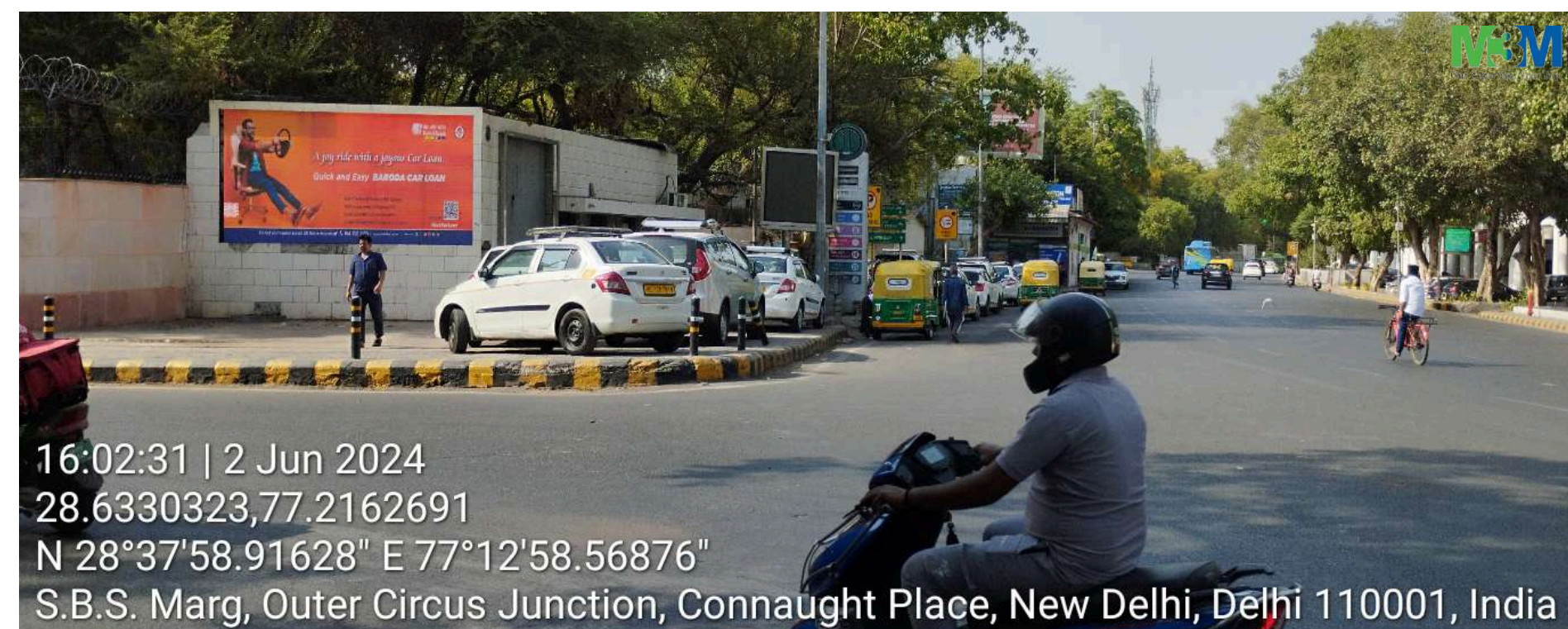
DOOH

DOOH campaigns rely on hundreds of individually managed screens — many placed in locations with minimal on-ground supervision.

We audit each site to capture what's actually playing and flag common issues like:

- Blank displays
- Frozen content
- Incorrect ads
- Missing installations

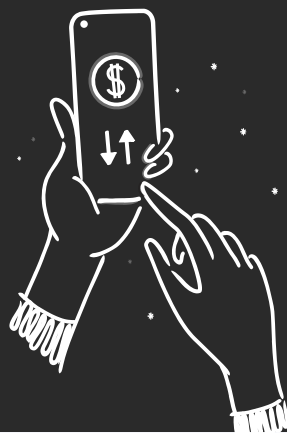
The goal is to give brands a clear view of performance — and enable vendors to take corrective action where it matters.



Faster Turnaround Time & Rapid Deployment of Resources

Our field teams are ready to be deployed within 24 hours — across cities, towns, and remote locations.

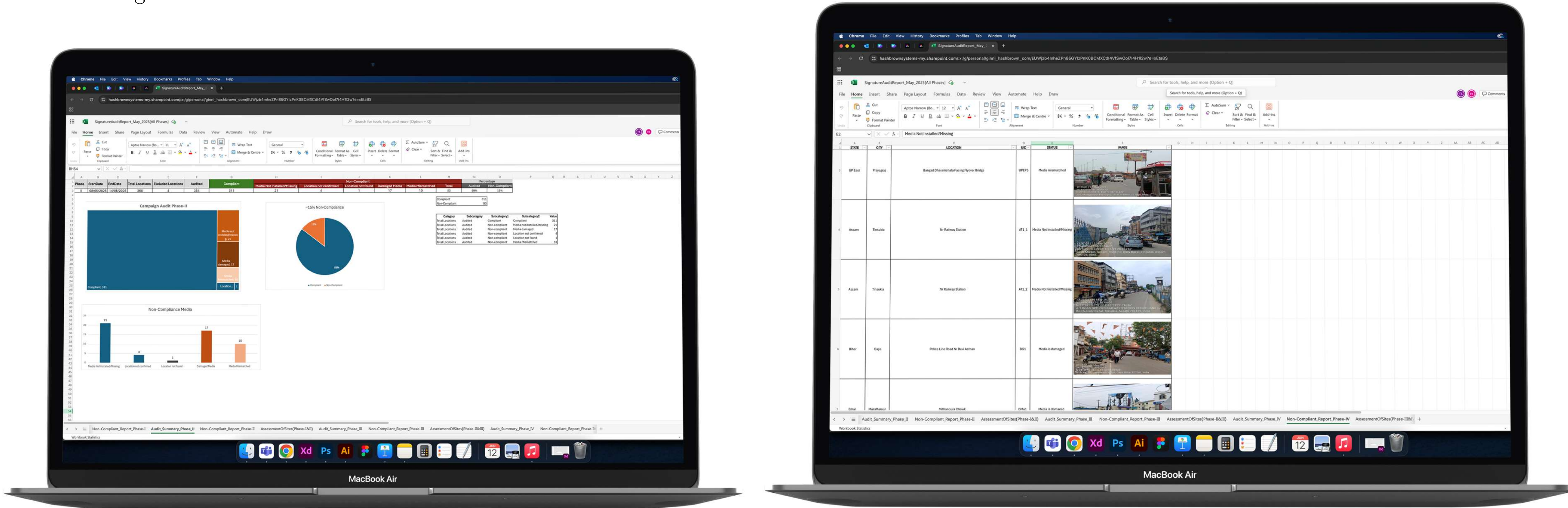
Once we receive your campaign plan, we move quickly, audit each site on-ground, and deliver structured reports on time to keep your campaigns on track, visible, and aligned with your goals.



Reports & Analytics

Each audit delivers a clear, structured report to the brand — complete with photos, location data, and remarks from the field team. Vendors may receive a notification whenever a location is flagged to take corrective measures to ensure smooth functioning of the campaign.

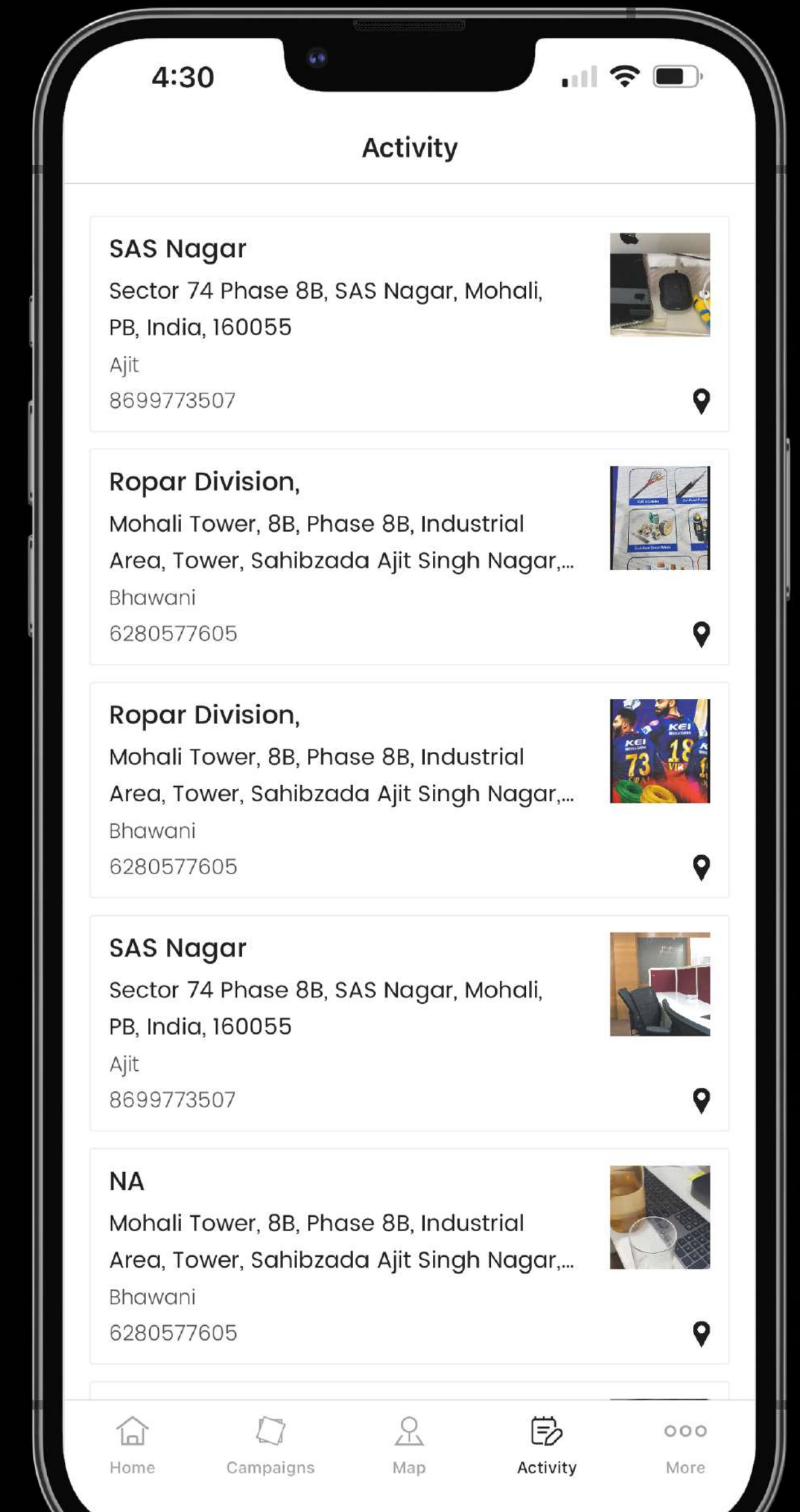
With structured reports, we work to ensure brand presence, campaign consistency, and overall performance on-ground.



Portal & Brand Manager for Brands

You get complete visibility into your campaigns through the Portal and Brand Manager app.

These tools offer oversight, campaign-level reports, site-wise insights, and real-time updates from the ground, everything you need to stay informed and monitor performance. You get a 360° view of your campaigns' performance and on-ground activity, accessible anytime and from anywhere.

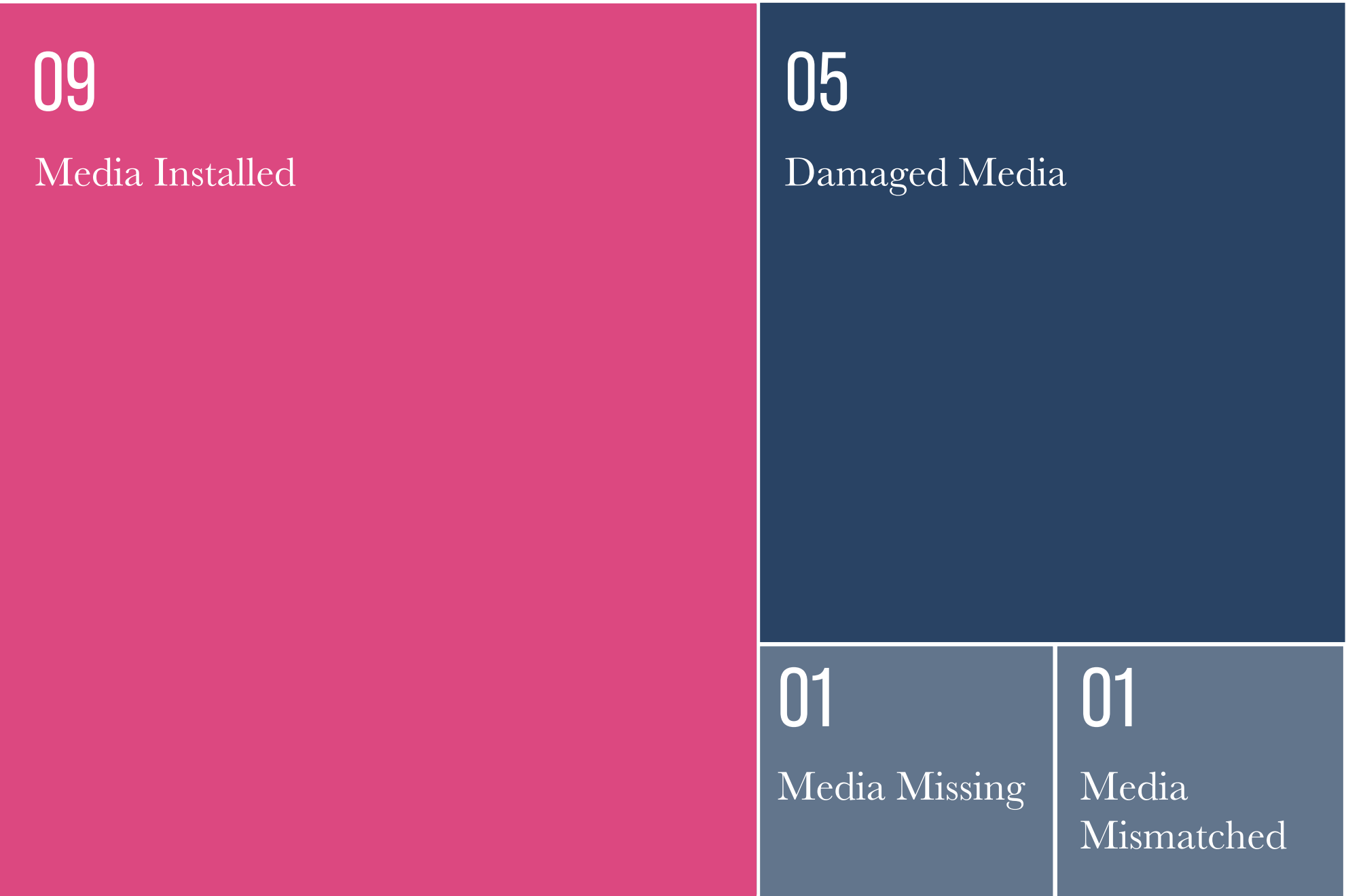
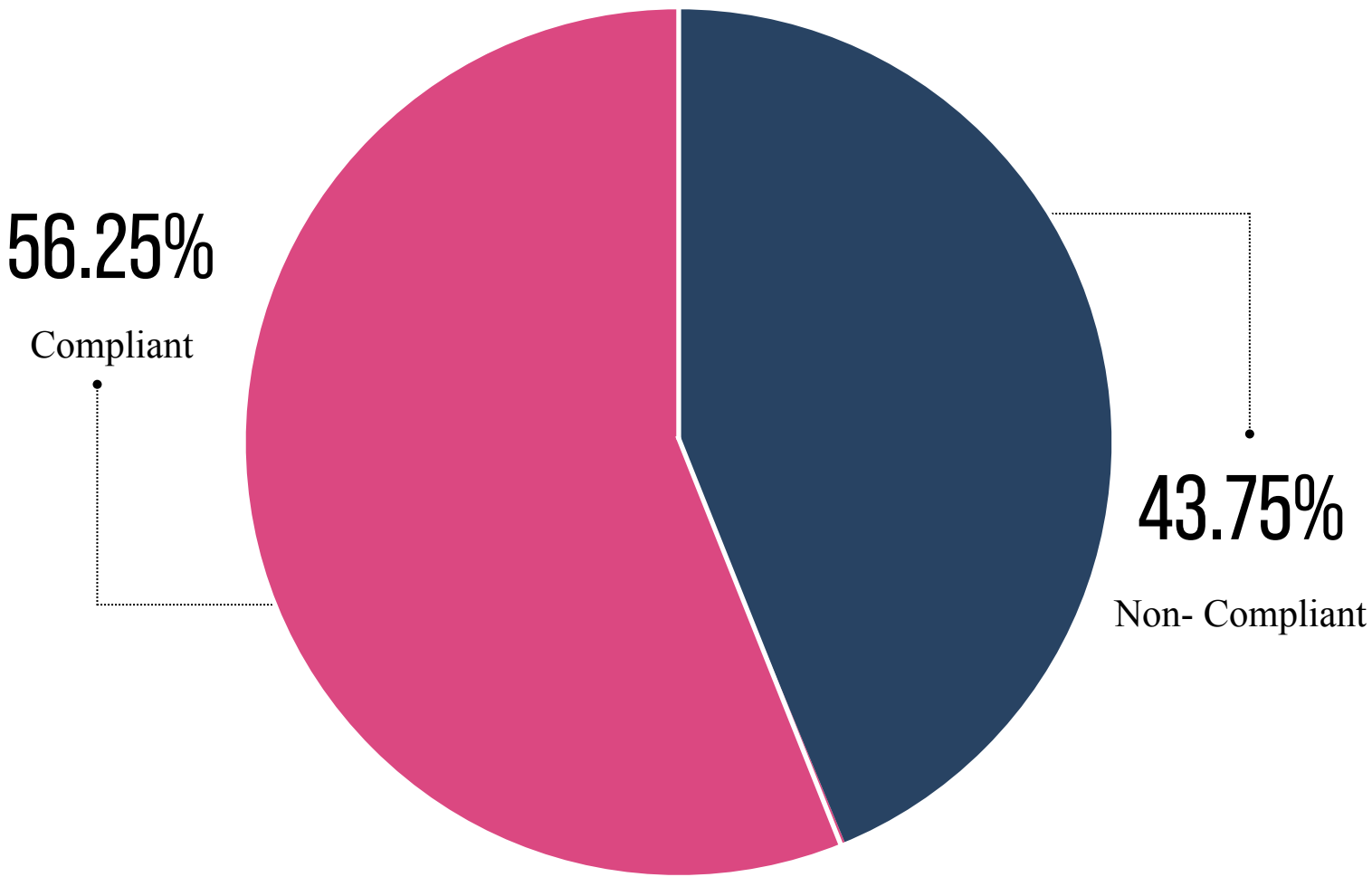


Campaign Reports — Portable & Customizable

Reports are fully customizable and built to meet your requirements. You can receive them daily, weekly, or monthly, categorized by campaign, location, city, state, or region.

Each report includes visual summaries, site-level insights, and a performance overview — and is available in **PDF**, **Excel**, **PPT**, or via **API**.

*The reports and visuals shown here are from an OOH campaign audit conducted in May 2025.

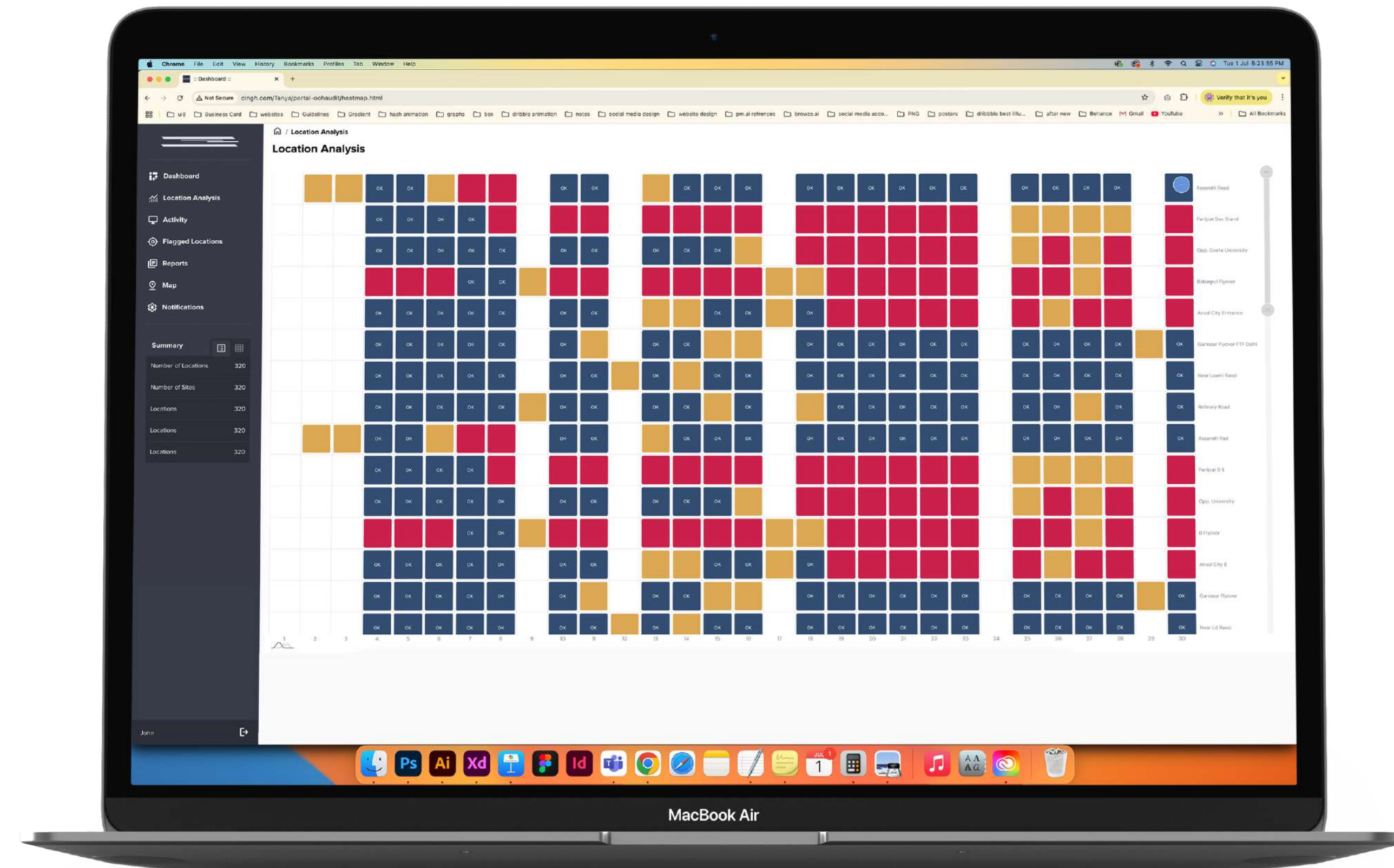


Performance Insights & Analytics

Beyond standard reporting, we provide structured data and visual analytics that help you assess:

- Location-wise performance,
- Vendor-wise effectiveness,
- Campaign consistency across regions, and
- Performance gaps, delays, or anomalies.

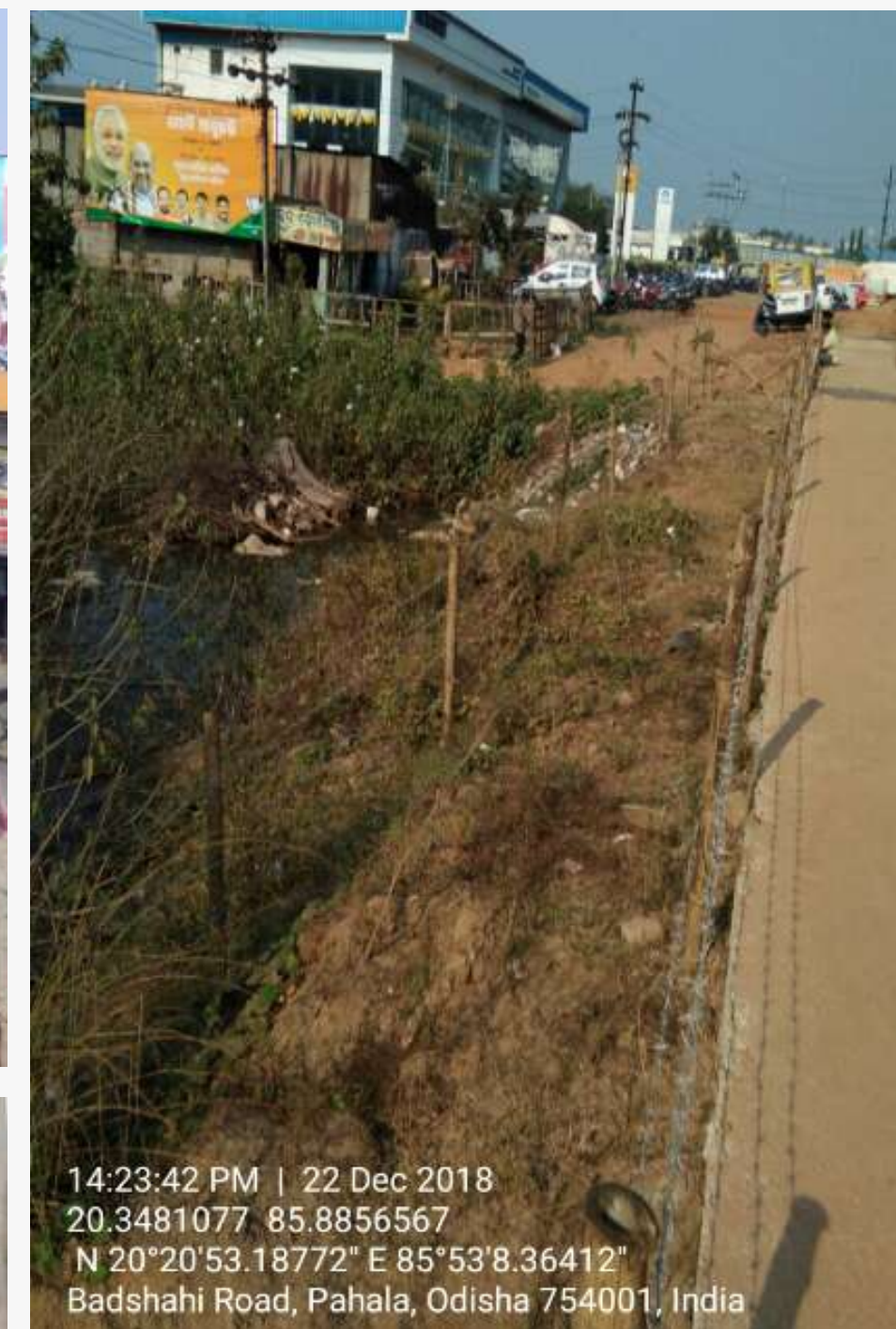
All insights are accessible via the dashboard, allowing you to review trends, compare performance, and take corrective measures.



Proof, Performance & Peace of Mind

With OOHAudit, you get access to data, insights, and accurate proof of performance.
But more importantly, you also get trust, accuracy, clarity, and **peace of mind**.

- Tamper-Proof Verification
- Real-Time Reporting
- Offline Support for Remote Locations
- Geo-tagging & Location Validation
- Detailed Reports in Excel & PDF
- Portal Access for Stakeholders & Senior Management



Audit & Verification Solutions

Solutions That Fit Your Workflow

We understand that every organization operates differently, and we offer flexible solutions tailored to your teams’ structure and campaign needs. Whether you want us to take complete ownership, enable your in-house team, or combine both — we have you covered.

I

We do it for You

Independent Audit & Verification Services

Our teams handle everything, from field audits to reporting, using our own tools, tech, and processes.

II

You do it Yourself

Technology for In-House Audit Teams

Run audits with your own team using our platform. You get the full tech stack, including mobile tools, dashboards, and reporting, to manage everything in-house.

III

We do it Together

Hybrid Audit Structure

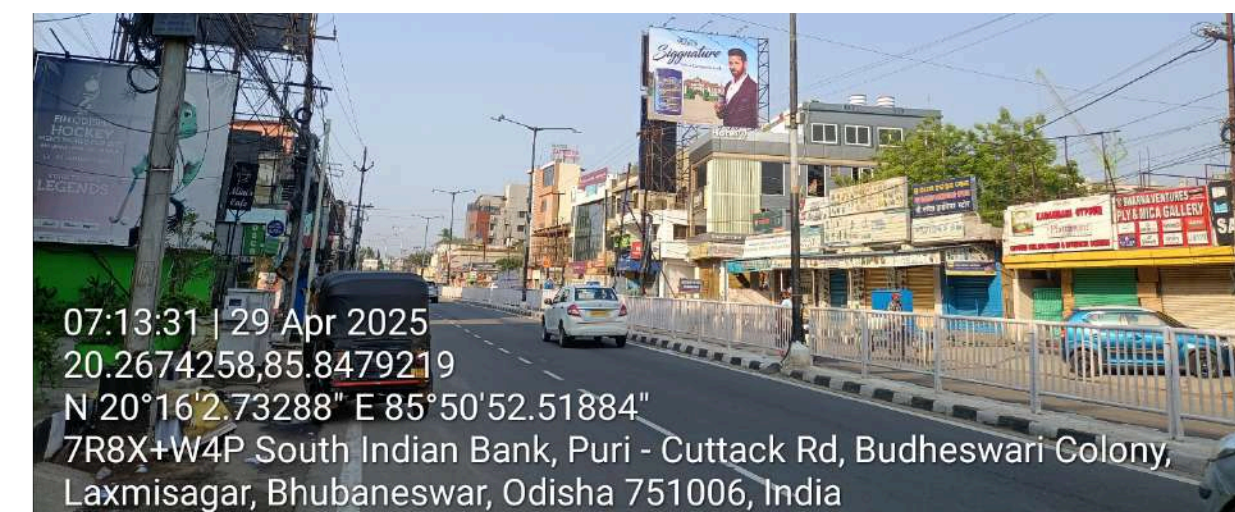
Run your own audits and have us conduct independent audits for third-party review. Whether mid-campaign or at select locations, we provide an independent check to strengthen your review process.

Independent Audit & Verification Services

We do the work. You get the results.

We manage the entire audit and verification activities ensuring your campaign is executed with precision and accountability.

Our field teams will conduct on-ground verification, capture geo-tagged visual proof, and report findings in real-time — so you stay informed, in control, and confident that your brand is showing up exactly where and how it should.

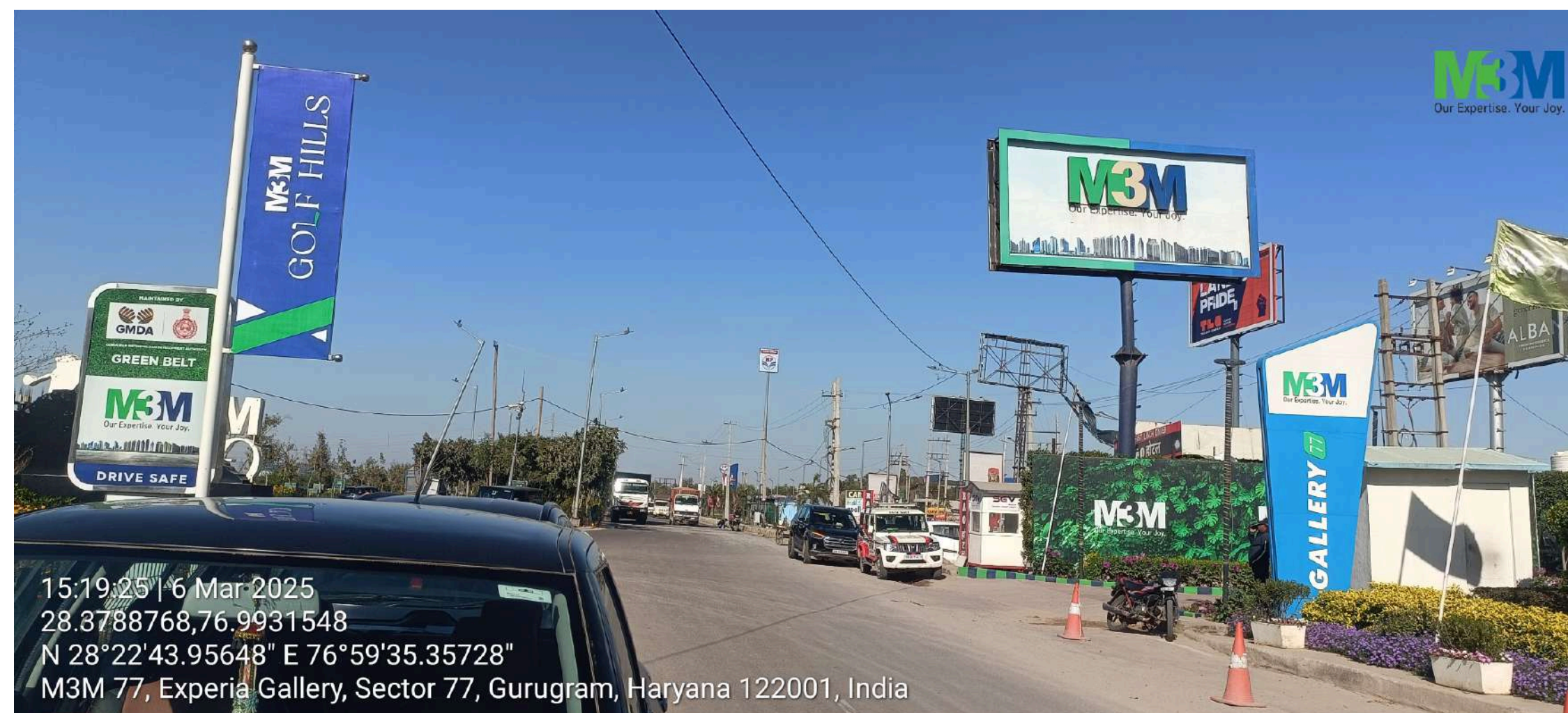


Technology for In-House Audit Teams

Your Team. Our Platform.

You may choose to conduct audits using your own field teams — and we make that possible.

With OOHAudit's tech stack, your teams get access to the same robust platform we use: mobile tools for field data collection, geo-tagging, and media verification. You also get centralized dashboards for tracking, insights, and generating reports, giving you everything you need to manage audits with accuracy and control.



Hybrid Audit Structure

Dual Audits for Better Clarity

Your teams manage the audit on the ground — and we will also conduct parallel audits to provide an independent, third-party view.

This can be activated mid-campaign or at any chosen interval, giving you structured validation, improved accountability, and greater confidence in your campaign's execution.



Accomplish your Campaign Objectives

Book a Demo.

OOHAudit supports your media investments with structure, clarity, and on-ground accountability. Whether it's independent audits or in-house solutions, we provide the tools and teams to keep your campaigns on track.

If you are looking for a partner who understands the nuances of the industry and brings clarity and consistency to your outdoor branding efforts — we are ready to support you.

————→ For more details, contact our team:

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