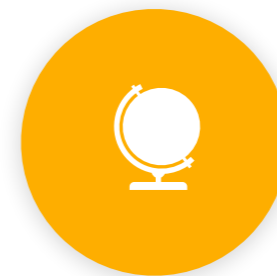# Road Traffic and Location Analysis

A comprehensive out-of-home advertising solution to measure, classify and analyze road traffic for better planning, effective branding and marketing attribution.

What do marketers need to ensure a successful OOH campaign?

Traffic Analysis
Data on passersby

Location Intelligence
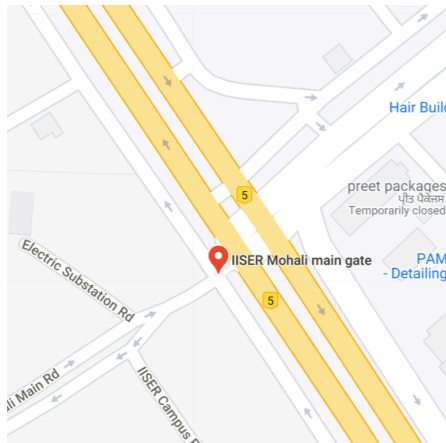Finding the perfect location

How does traffic analysis and location intelligence help
Here's how

Advanced insights in terms of:

- ✓ Impressions and viewership

- ✓ Traffic trends

- ✓ Points of Interest

- ✓ Audience identification

- ✓ ROI estimates

What do we offer?

1. Raw Numbers

Get access to actual numbers, real time traffic data for a clear audience view, relevant and meaningful planning and decision making to carry out effective campaigns.
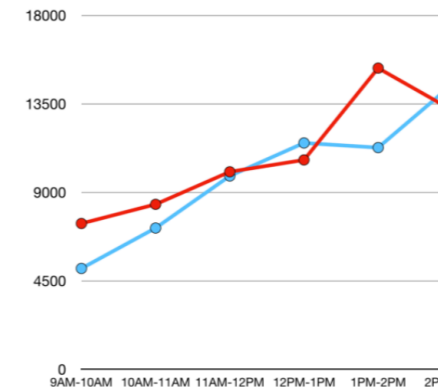

2. Analytics

Analysis and information on traffic behaviour, locations provides better attribution, better audience targeting and apt media allocation .

3. Insights and Recommendations

Valuable, actionable and intelligent insights on trends, targeted locations, consumers for brands and agencies to help them ensure successful outdoor campaigns.

How it **Works?**

1 Our team of experts study the location/city by taking into account POI data to analyse accurate camera points and relevant input from media owners.
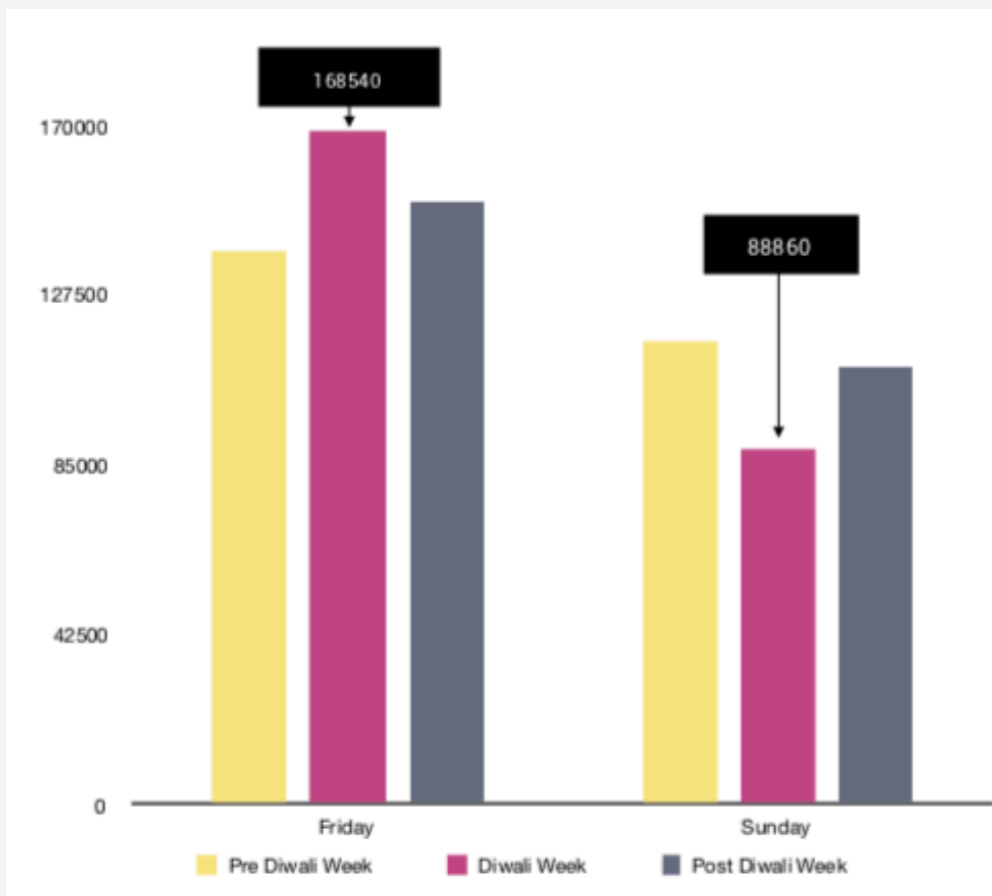

2 The AI based sampling device uses advanced machine learning techniques that allows for vehicular counting using object detection and tracking.
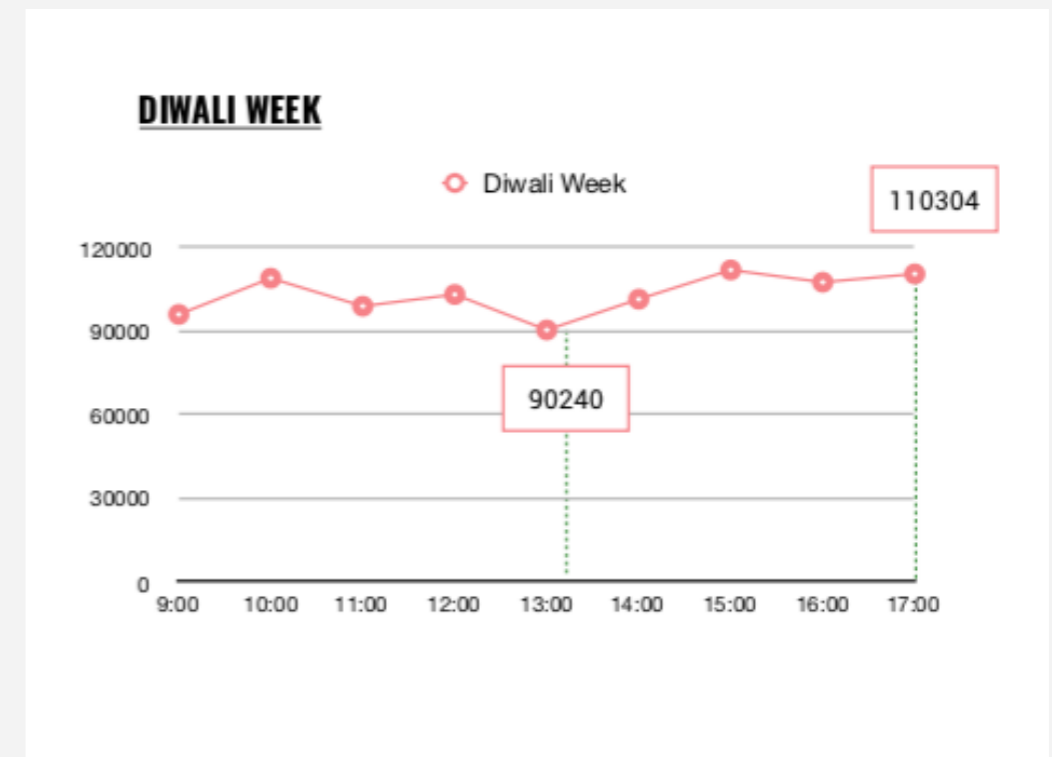
3 We study the data transmitted to create statistically valid reports.

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4 The report will further provide traffic insights for multiple locations, traffic trends and numbers that aid in planning, pricing, attribution and analytics.
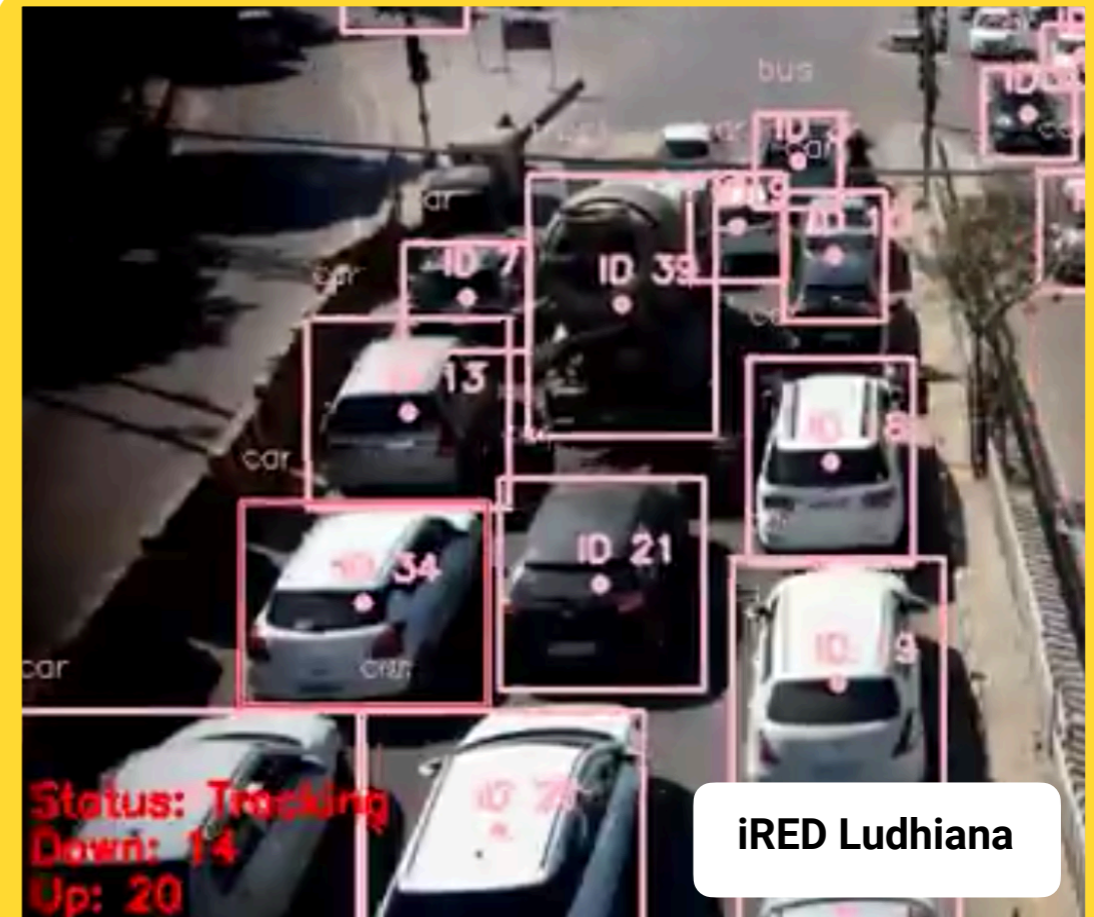

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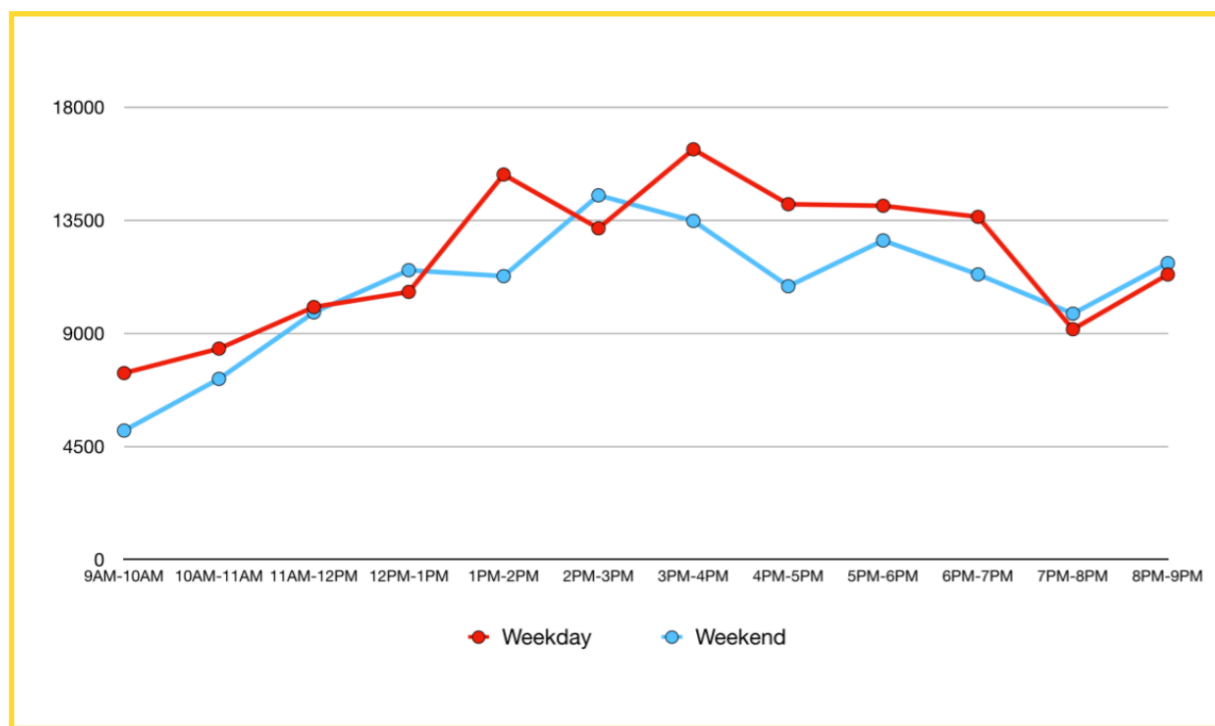# Spotlight – direct from the field

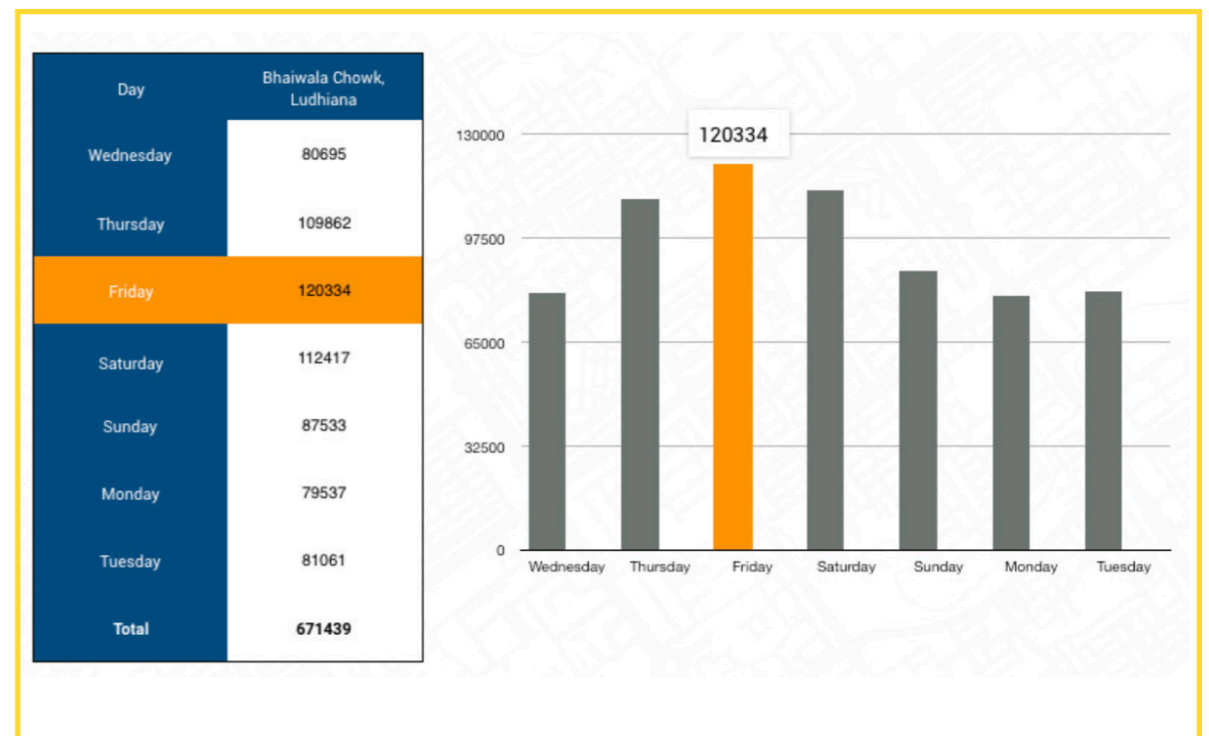iRED at Liberty Cinema, Karol Bagh

iRED Ludhiana
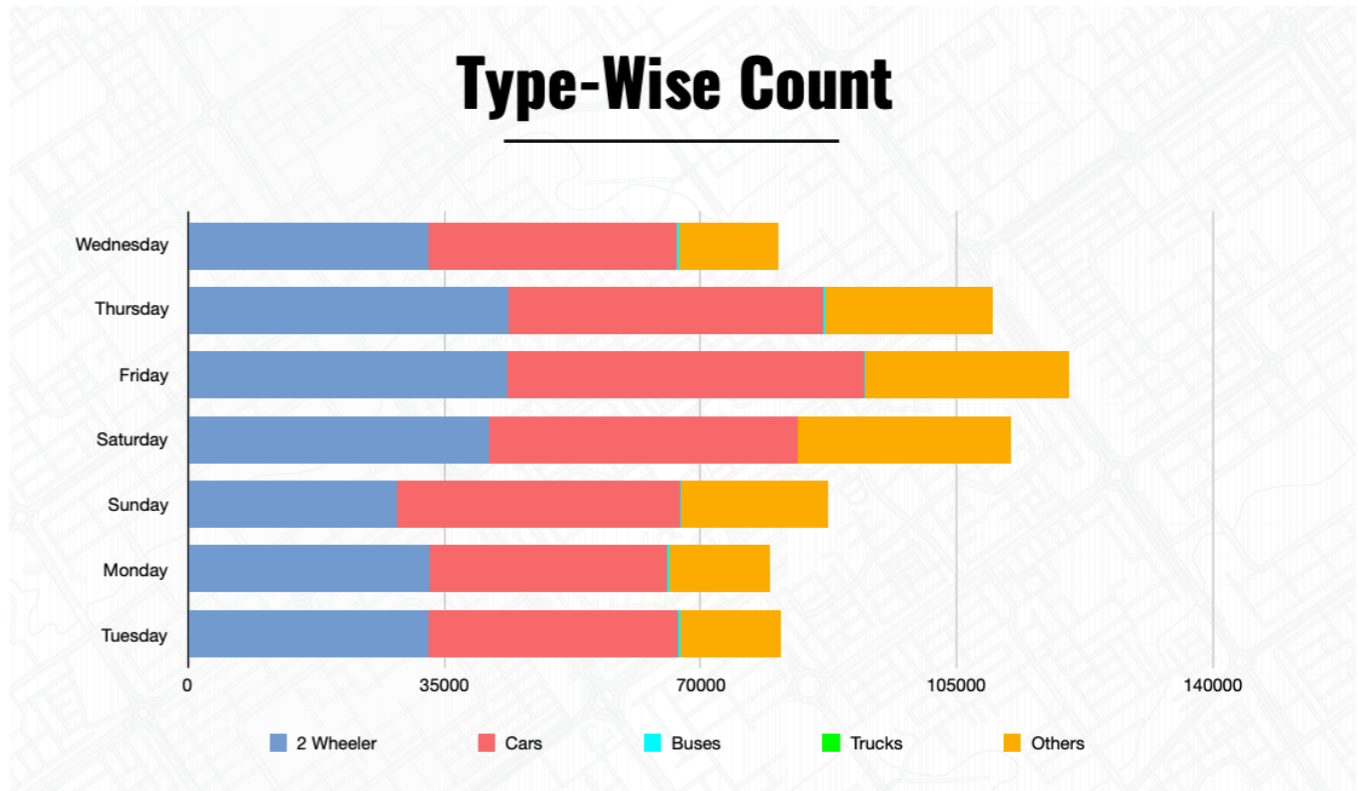
Spotlight- a look at expected results

Holidays and Weekends Trends

Traffic Movement and Estimation

Type-Wise Report

	🚲	🚗	🚌	🚚	🚶
Wednesday	32790	33915	184	0	13806
Thursday	43887	42990	235	16	22734
Friday	43551	48777	200	8	27798
Saturday	41085	42114	156	4	29058
Sunday	28560	38553	252	8	20160
Monday	32982	32523	133	0	13899
Tuesday	32727	34311	136	0	13887

MIN _____ MAX

Type-Wise Count

Legend: 2 Wheeler | Cars | Buses | Trucks | Others

X-axis: 0, 35000, 70000, 105000, 140000

Days (top to bottom): Wednesday, Thursday, Friday, Saturday, Sunday, Monday, Tuesday

Get Access to Quantifiable Data to Get Ahead

No more relying on mere generalizations but actual numbers backed by videos and analysis

Contact Us

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https://hashbrown.com/services/traffic-analytics