



# Accurate audience measurement for the physical world



BlueFox's patented technology delivers advanced foot-traffic analytics with **greater than 90% accuracy** by counting smartphones as a proxy for people.

BlueFox technology requires no mobile apps, bluetooth beacons, or GPS software development kits (SDKs). BlueFox is **certified GDPR compliant** by ePrivacy of Hamburg, Germany.

A few of our clients and partners

JCDecaux

voodoooh

BrightSign®

sam's club 

## Analytics capabilities

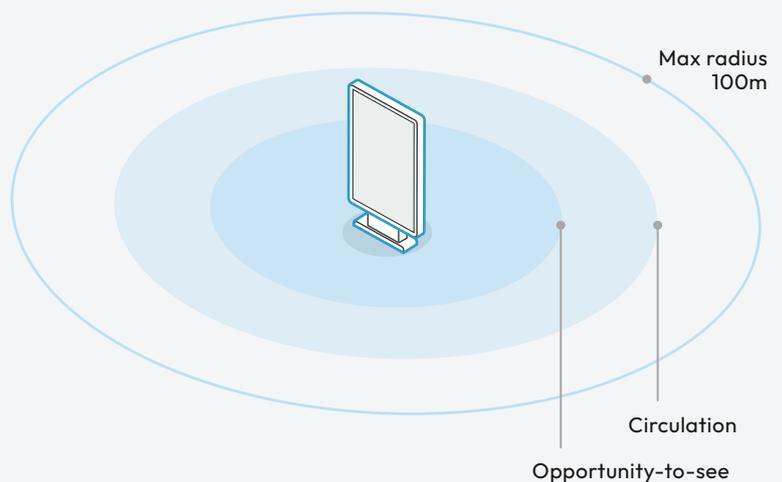
- ▶ Impression, opportunity-to-see, reach, and frequency
- ▶ Fine-grain analytics comparable to online media
- ▶ Drive-to-store efficiency measurement

## Applications

- ▶ Historical data reporting at 15-min grain
- ▶ Real-time measurement for Programmatic DOOH
- ▶ Suitable for both outdoor and indoor use

## Technical specs

- ▶ 90% accuracy with variable radius
- ▶ Technology protected by 6 patents
- ▶ Web analytics dashboard
- ▶ Mobile applications (iOS & Android)
- ▶ Easy API integration



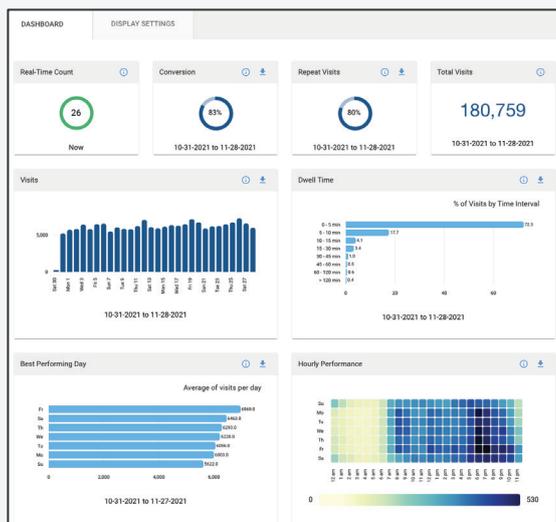
## Comparative capabilities

BlueFox offers the best combination of accuracy, capabilities, privacy, and cost.

	Wi-Fi sensors	Camera sensors	GPS software dev kit	Cellular data
Accuracy	90%	Short range	Small sample	Coarse grain
Grain	Variable	Within FoV	Only outside	Only coarse
Reach / frequency	Yes	Only reach	Small sample	Yes
Privacy	Excellent	Varies	Poor	Varies
Real-time	Yes	Varies	No	No
Requires hardware	Varies	Varies	No	No

## Data analytics and insights

BlueFox measures ad impressions, include unique visitor reach and frequency.



### Impressions

- ▶ Real-time audience
- ▶ Historical impressions at 15-min granularity
- ▶ Cumulative impressions (daily, weekly, monthly)

### Reach and frequency

- ▶ Unique traffic per campaign
- ▶ Cumulative unique traffic (daily, weekly, monthly)
- ▶ Frequency: up to 10+ occurrences

**JCDecaux** selected the BlueFox product Convert to measure the drive-to-store impact of an advertising campaign in ION Orchard mall in Singapore. They used BlueFox to measure the impact of mall advertising on foot traffic to a specific store.

**JCDecaux**

Read the JCDecaux drive-to-store case study: [bluefox.io/jcd-cs](https://bluefox.io/jcd-cs)

Read about JCDecaux's global agreement with BlueZoo: [bluefox.io/jcd-pr](https://bluefox.io/jcd-pr)



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