**Entry Name:** Click or tap here to enter text.

**Entry Company:** Click or tap here to enter text.

**Email Address:** Click or tap here to enter text.

**Category Name:** Click or tap here to enter text.

**Period in review:** Click or tap here to enter text.

Question 1 – **Accuracy**

What methods or tools do you use to gather and analyze data on foot traffic or vehicular traffic patterns near your billboards? How do you ensure the accuracy of the data presented to potential advertisers and agencies, and how do you verify its reliability? (Max 250 words)

Answer: Click or tap here to enter text.

Question 2 – **Relevance**

Can you describe how leverage your data insights e.g audience demographic to tailor the relevance of your billboard to specific advertiser needs, ensuring they align closely with the needs of specific market segments, products, or services? (Max 250 words)

Answer: Click or tap here to enter text.

Question 3 – **Clarity**

What strategies do you employ to ensure that the data you present on audience demographics and behavior is clear and easily understandable? How do you utilize visual aids such as graphs or charts to enhance clarity? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 4 – Insights**

Can you describe a specific instance where your data analytics have uncovered actionable insights for advertisers or agencies, leading to more effective billboard campaigns or strategies. (Max 250 words)

Answer: Click or tap here to enter text.

Question 5 – **Impact**

How do you measure the impact of your data-driven approach and metrics such as impression counts, audience reach, or engagement rates on the success of billboard campaigns? Can you share a case where data insights directly influenced decision-making and campaign outcomes? (Max 250 words)

Answer: Click or tap here to enter text.