

Adwanted Consulting & Solutions_

ADWANTED CONSULTING CASE STUDY

Bringing OOH into econometric models on a basis comparable with TV and digital

ROUTE

1. Challenge

Advertisers rely on econometric and marketing mix models to help decide where to invest and out-of-home has long been under-represented in them. The problem is not the quality of OOH data or the models themselves, but access: modellers have struggled to get granular, standardised delivery data into their analysis, so OOH has been undervalued while television and digital, with richer inputs, are measured more fully. Getting genuinely granular delivery data into the models has become a priority for the industry and was a recurring theme at the 2026 World Out of Home Congres.

2. Approach

Route appointed Adwanted UK to close the gap by combining two datasets the industry already trusts. The validated campaign delivery data from Playout and Route audience measurement, via the Route API, also built and managed by Adwanted. An earlier proof of concept had shown the fusion worked brilliantly but it needed to scale. The task was to turn that proven principle into a production-grade platform where every figure is consistent, transparent and reproducible. A platform that accredited econometricians can rely on and where OOH results are comparable with other channels.

3. Solution

The platform brings delivery and audience data together to show, not just what a campaign was planned to achieve, but what it actually delivered, frame by frame, and across the life of the campaign. It produces granular, analysis-ready measures of reach, impacts, frequency and audience by time, day and geography, available through a simple interface and as data exports for modelling teams. Access is controlled so that each party sees only the campaigns or inventory it is entitled to. An API will be available will be available in the next delivery phase.

4. Impact

For the first time, the platform lets OOH be modelled on the same footing as television and digital, moving the medium from planned audiences to delivered ones. It is in delivery now, building on a proof of concept towards a production release in late 2026. The prospect has generated real momentum across the industry: a fairer representation of OOH in marketing mix models is expected to lift its measured contribution, and with it, OOH's share of media investment.

"OOH has always worked. Now we can enable it to finally show up in the models."

Euan Mackay, CEO, Route