# LOCALīz® Data Management Platform
Optimized for OOH Operators

Overview

LOCALīz is a self-service Data Management Platform (DMP) optimized for OOH operators. Geoframe your venues, collect mobile device activity, measure your audience on a per-venue basis, and upsell retargeting campaigns.

Mobile is the fastest growing advertising media channel and captures 10X the ad spend of digital OOH. The LOCALīz DMP is a tool that can be used to bridge these channels by leveraging the explosion of mobile data and the natural connections to OOH.
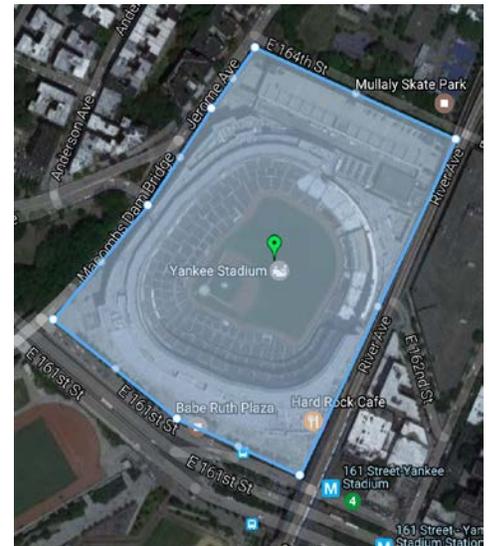
Individuals are not Segments

Unlike most mobile data providers, our system is built on individual associations - not segmentation estimates.

LOCALīz leverages our proprietary database of 300M U.S. mobile device IDs that are mapped to individuals, households and neighborhoods. Robust consumer datasets are applied. Extensive consumer attributes are available for measurement and activation. Segmentation is a rough approximation by comparison.

Addressable Attributes

LOCALīz maps every known device back to hundreds of the consumer's individual and household-level attributes in an anonymous fashion. You know the metrics but not the individual. All Personally Identifiable Information (PII) is sequestered in a safe-haven environment.

Household-level targeting has generated the highest CPMs in the media industry for 70 years – first with direct mail and then with Addressable TV. Now OOH can leverage state-of-the art ad targeting, measurement, and value.

Element	Description	Codes
gender	Gender of the Contact Name Listed on the record.	F=Female
		M=Male
married	Married indicator flag for individual.	1=Yes
ethnicity	Code assigned to designate probable ethnicity of individual.	A = Arabic
		B = Chinese
		C = Hindu
		D = Hispanic
		E = Japanese
		F = Korean
		G = Russian
		H = Vietnamese
credit_lines	Count of trade lines. This does not reflect the credit worthiness of the individual.	
dwelling_type	Dwelling type identifier.	A = Apt/Multi
		B = BLDG
		C = SFDU
		D = RR or PO Box
		E = Lot
		F = Hanger
		G = Pier
		H = Suites
		I = Trailer
		J = Unit
		K = Wing
		L = Stop
education	Education level identifier.	1 = Completed High School
		2 = Some College
		3 = Completed College
		4 = Completed Graduate School
		5 = Attended Vocational/Technical
household_income	Prediction of household income.	A = Under $15,000
		B = $15,000 - $24,999
		C = $25,000 - $34,999
		D = $35,000 - $49,999
		E = $50,000 - $74,999
		F = $75,000 - $99,999
		G = $100,000 - $149,999
		H = $150,000 - $159,999
		I = $160,000 - $164,999
		J = $165,000 - $199,999
		K = $200,000 - $249,999
		L = $250,000+
household_size	Size of individual's household.	
home_owner	Indicator if individual is the homeowner.	
		1=Yes
		0=No
year_built	Year built of household of individual.	YYYY
purchase_date	Purchase date of individual's household.	YYYY-MM-DD
purchase_price	Purchase price of individual's household.	A = Under $100,000
		B = $100,000 - $199,999
		C = $200,000 - $299,999
		D = $300,000 - $399,999
		E = $400,000 - $499,999
		F = $500,000 - $599,999
		G = $600,000 - $699,999
		H = $700,000 - $799,999
		I = $800,000 - $899,999
		J = $900,000 - $999,999
		K = $1,000,000 - $1,199,999
		L = $1,200,000 - $1,399,999
		M = $1,400,000 - $1,599,999
		N = $1,600,000 - $1,799,999
		O = $1,800,000 - $1,999,999
		P = $2,000,000+

Element	Description	Codes
move_in_date	Move in date of individual to household.	YYYY-MM-DD
networth	Networth prediction indicator for individual.	A = Less Than $50,000
		B = $50,000 - $99,999
		C = $100,000 - $249,999
		D = $250,000 - $499,999
		E = $500,000+
occup_biz_owner	Individual is a business owner indicator flag.	A = Accountant
		B = Builder
		C = Contractor
		D = Dealer/Retailer/Storekeeper
		E = Distributor/Wholesaler
		F = Funeral Director
		G = Maker/Manufacturer
		H = Owner
		I = Partner
		J = Self-Employed
occupation	Occupation of individual.	02=Professional/Technical
		03=Upper Mgt/Executive
		04=Middle Mgt
		05=Sales/Marketing
		06=Office Clerical
		07=Skilled Trade
		08=Retired
		10=Executive/Admin
		11=Self Employed
		12=Professional Driver
		13=Military
		14=Civil Servant
		15=Farming/agriculture
		16=Work from Home
		17=Health Services
		18=Financial Services
		20=Business Owner
		21=Teacher/Educator
		22=Retail Services
		23=Computer Professional
		30=Beauty
		31=Real Estate
		32=Architects
		33=Interior Designs
		34=landscape Architects
		35=Electricians
		36=Engineers
		37=Accountants
		38=Attorneys
		39=Social workers
		40=Counselors
		41=Occupational Therapy
		42=Speech Pathologist
		43=Psychologists
		44=Pharmacist
		45=Opticians/Optometrists
		46=Veterinarians
		47=Dentist
		48=Nurses
		49=Doctors
		50=Chiropractors
		51=Surveyors
		52=Clergy
		53=Insurance/Underwriters
		54=Services/Creative
		55 = Student

Addressable Attributes Continued…

These individual- and household-level targeting attributes are only the tip of a large marketing iceberg. Because 90% of consumer data is associated to individuals and their households (not to segments), the LOCALīz platform can provide OOH operators with best-in-class metrics that map to the widest set of consumer connection points including advertiser CRM data sets, POS transactions, and multi-channel unduplicated reach/frequency/attribution measurements.

Element	Description	Codes
interest_auto	Auto Work	
interest_aviation	Aviation	
interest_collector	Avid Collector	
interest_board_games	Board Games And Puzzles	
interest_sailing	Boating/Sailing	
interest_camping	Camping	
interest_career	Career Interest	
interest_cat	Cat Owner	
interest_children	Children Interests	
interest_antiques	Collectibles Antiques	
interest_coins	Collectibles Coins	
interest_collectibles	Collectibles General	
interest_lifestyles	Collectibles Lifestyle Interests And Passions	
interest_military	Collectibles Military Weaponry	
interest_sports	Collectibles Sports And Memorabilia	
interest_stamps	Collectibles Stamps	
interest_art_collectibles	Collectibles Art	
interest_collectibles_grouping	Collectibles Grouping	
interest_computing_home_office	Computing Home Office	
interest_cooking_grouping	Cooking Grouping	
interest_cooking	Cooking General	
interest_gourmet_cooking	Cooking Gourmet	
interest_crafts	Crafts	
interest_cruise	Cruise Vacations	
interest_diet	Diet And Weight Loss	
interest_dog	Dog Owner	
interest_domestic	Domestic Travel	
interest_education	Education Online	
interest_aerobic	Exercise Aerobic	
interest_running	Exercise Running/Jogging	
interest_walking	Exercise Walking	
interest_fishing	Fishing	
interest_outdoors_grouping	Outdoors Grouping	
interest_food_wines	Food And Wines	
interest_gambling	Gambling	
interest_golf	Golf	
interest_health_medical	Health And Medical	
interest_home_gardening	Home And Gardening	
interest_home_furnishings	Home Furnishings And Decor	
interest_home_improvement	Home Improvement Grouping	
interest_diy	Home Improvement/DIY	
interest_house_plants	House Plants	
interest_hunting	Hunting/Shooting	
interest_career_improvement	Interest Career Improvement	
interest_christian_family	Interest In Christian Families	
interest_grandchildren	Interest In Grandchildren	
interest_parenting	Interest In Parenting	
interest_pets	Interest In Pets	
interest_international	International Travel	
interest_equestrian	Interest In Equestrian	
interest_knitting	Knitting/Needlework	
interest_motorcycling	Motorcycling	
interest_musical_instruments	Musical Instruments	
interest_nascar	Nascar	
interest_natural_foods	Natural Foods	
interest_other_pet	Other Pet Owner	
interest_photography	Photography	
interest_scuba_diving	Scuba Diving	
interest_self_improvement	Self Improvement	
interest_smoking	Smoking	
interest_snow_skiing	Snow Skiing	
interest_sweepstakes	Sweepstakes/Contests	
interest_telecommunications	Telecommunications	
interest_tennis	Tennis	
interest_travel	Travel	
interest_woodworking	Woodworking	
interest_working_women	Working Women	
entertain_gaming	Gaming	
entertain_dvds	Dvds	
entertain_tv_movies	TV/Movies Watcher	
entertain_computers	Computers	
entertain_pc_games	Computer Games	

| Element	Description	Codes
entertain_music_home_stereo	Music Home Stereo	
entertain_music_player	Music Player	
entertain_music_listener	Avid Music Listener	
entertain_movies	Movie Collector	
entertain_tv	TV/Cable	
entertain_videos_games	Videos Games	
entertain_satellite	TV/Satellite Owner	
entertain_theater	Theater Performing Arts	
entertain_music	Music Collector	
cc_premium	Premium Card	
cc_bank	Bank Card	
cc_upscale_dept	Upscale Department Card	
cc_credit	Credit Card	
cc_travel	Travel/Entertainment Card	
cc_gas_dept_retail	Gas/Department/Retail Card	
cc_unknown	Credit Card Unknown	
cc_mastercard_gold	Mastercard Gold Premium	
cc_memberships	Membership Clubs	
cc_discover_gold	Discover Gold Premium	
cc_discover_regular	Discover Regular	
cc_gas	Gas/Retail Regular	
cc_mastercard_regular	Mastercard Regular	
cc_new_issue	Credit Card New Issue	
cc_visa_gold	Visa Gold Premium	
cc_visa_regular	Visa Regular	
cc_amex_gold	American Express Gold Premium	
cc_amex_regular	American Express Regular	
cc_gas_gold	Gas/Retail Gold Premium	
donor_contribution	Donation Contribution	
donor_mail_order	Mail Order Donor	
donor_charitable	Charitable Donation	
donor_animal	Animal Welfare Charitable Donation	
donor_arts	Arts Or Culture Charitable Donation	
donor_children	Children Charitable Donation	
donor_wildlife	Environment OR Wildlife Charitable Donation	
donor_environment	Environment Issues Charitable Donation	
donor_health	Health Charitable Donation	
donor_international_aid	International Aid Charitable Donation	
donor_political	Political Charitable Donation	
donor_political_conser	Political Conservative Charitable Donation	
donor_political_liberal	Political Liberal Charitable Donation	
donor_community	Community Charities	
donor_religious	Religious Charitable Donation	
donor_veteran	Veteran Charitable Donation	
donor_other	Other Charitable Donation	
spectator_auto	Spectator Sports Auto/Motorcycle/Racing	
spectator_sports_tv	Spectator Sports TV	
spectator_football	Spectator Sports Football	
spectator_baseball	Spectator Sports Baseball	
spectator_basketball	Spectator Sports Basketball	
spectator_hockey	Spectator Sports Hockey	
spectator_soccer	Spectator Sports Soccer	
lifestyle_expansive_lives	Expansive Lives	
lifestyle_typical_living	Typical Living	
lifestyle_artistic_lives	Aristic Lives	
lifestyle_selfmotivated_lives	Self-Motivated Lives	
lifestyle_hightech	Techies	
lifestyle_well_off_lives	Well Off Lives	
lifestyle_craftshome_improvers	Crafts/Home Improvers	
lifestyle_self_improvers	Self Improvers	
lifestyle_athletic_living	Athletic Living	
lifestyle_prosperous_living	Propsperous Living	
lifestyle_home_office	Small Office/Home Office	
reading_audio_books	Audio Books	
reading_current_affairs	Current Affairs	
reading_financial	Financial/Newsletter Subscribers	
reading_general	General	
reading_history	History/Military	
reading_magazines	Magazines	
reading_religious	Religious	
reading_science_fiction	Science Fiction	
reading_space	Science/Space	

"I do think that over time all media will be digital, all digital will be addressable, and all addressable media will be bought and sold programmatically."

Brian Lesser / GroupM CEO.

Step 1. Create Geoframes

LOCALīz allows you to easily create a virtual boundary around each of your venues.

Any venue can be set up in minutes. Locate the address and then point-and-click around the perimeter.
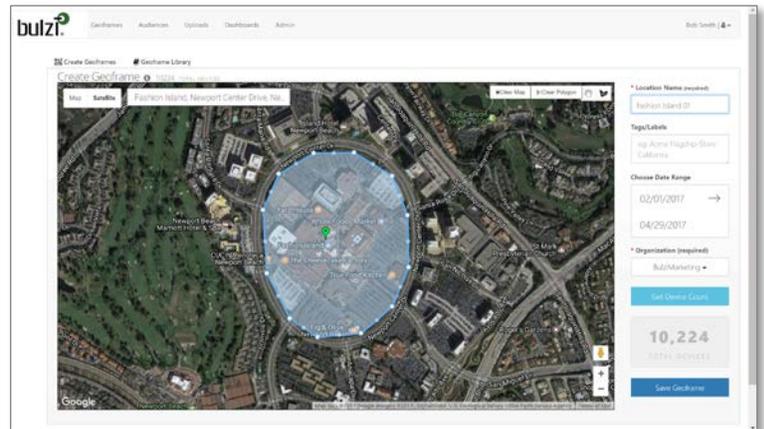
Step 2. Set Recency

You choose the lookback period.

Most mobile data suppliers build segments from long look-back periods and, worse yet, do not provide any recency metrics to you. With LOCALīz you are in control.

Step 3. Build Audiences

One click audience measurement.

Click on the "Create Audience" button and analytics are run on the collected devices in your geoframes against all of the measured consumer attributes.
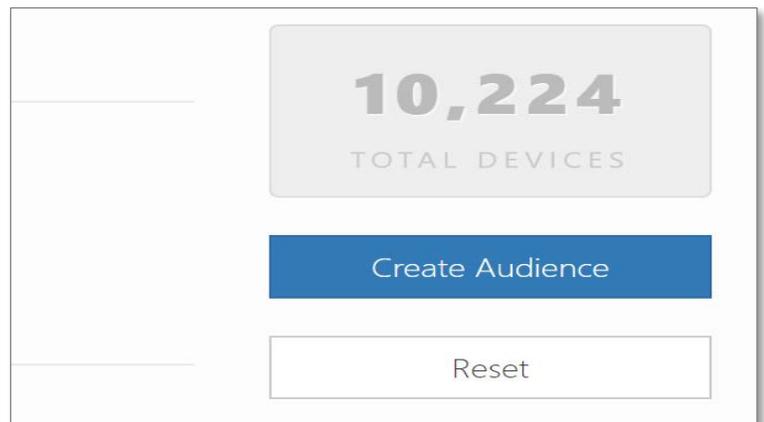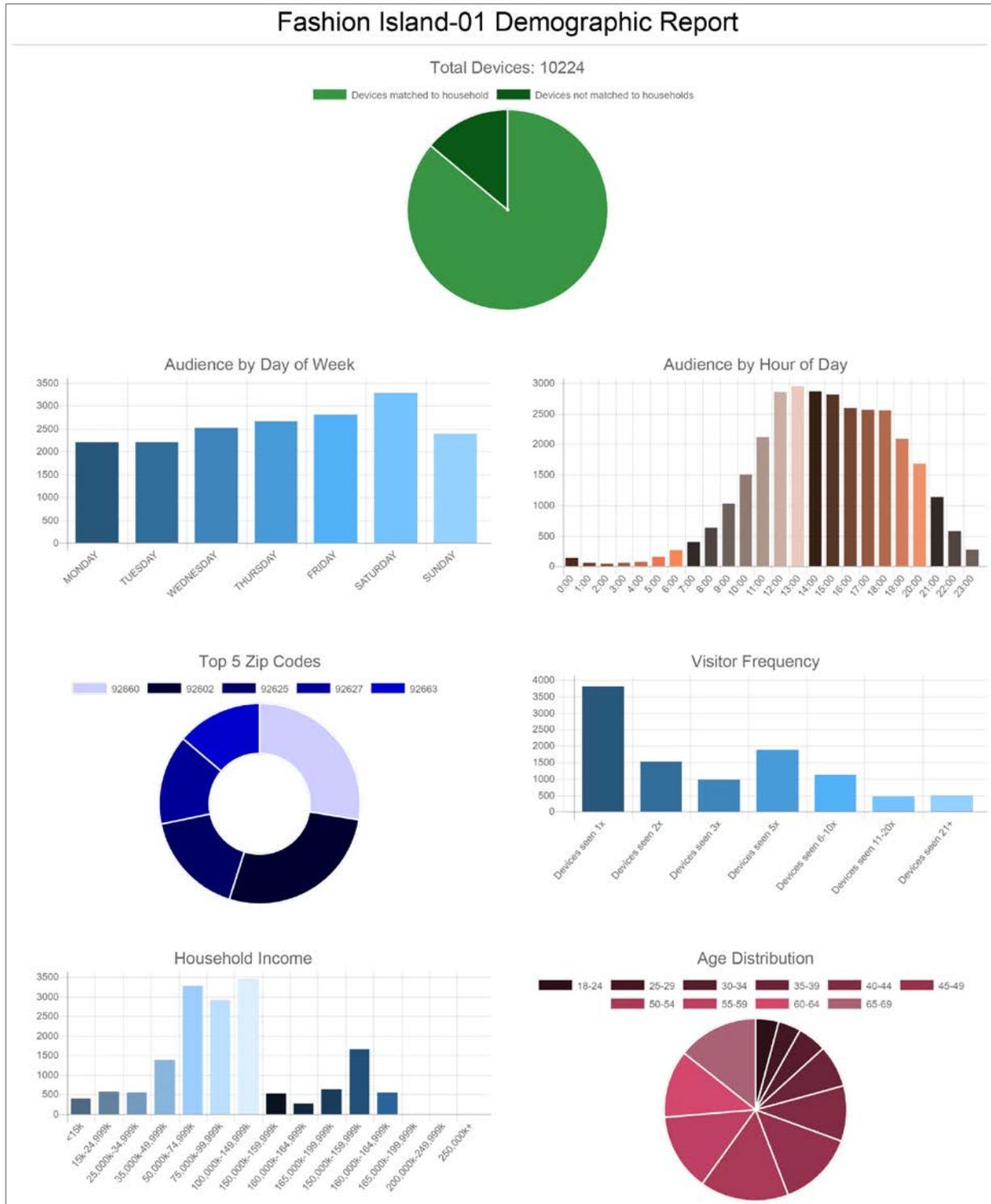

Step 4. Extend Audiences

Increase retargeting reach.

Extend audiences based on other mobile devices in the same household or add look-alikes based on the same addressable audience profile.
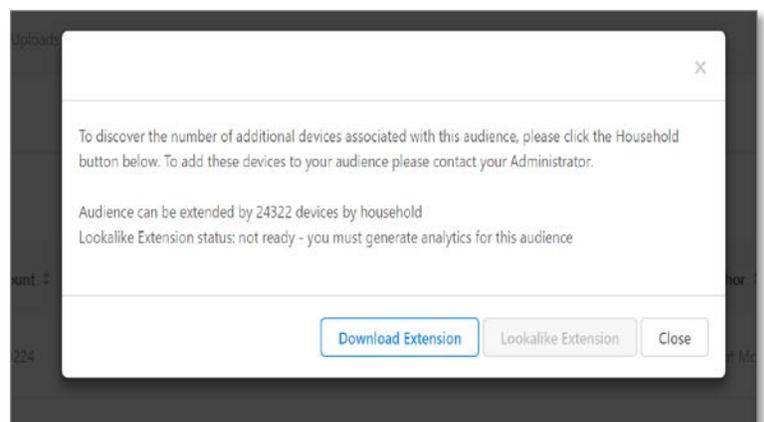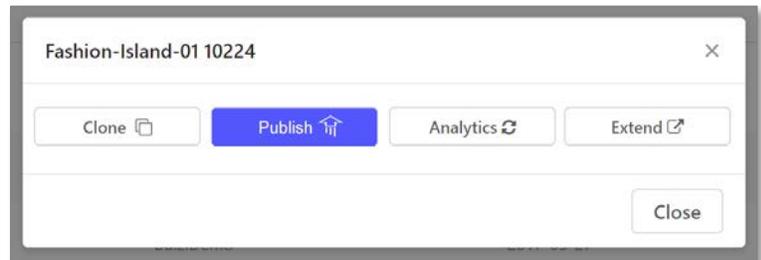
Step 5. Generate Audience Profiles

One click later you can retrieve an audience profile for each of your venues.

Step 6. Publish Audiences

Mobile exchanges are one click away.

Publish your audiences to your favorite DSP or Trading Desk where you can run your mobile ad retargeting campaigns.

Step 7. Add zBeacons

Increase your device capture rate by 10X+ by deploying zBeacon sensors.

zBeacons are small, low-cost IOT sensors that capture mobile devices present in your venue on a continuous basis. Device IDs are streamed back to the LOCALīz platform allowing all of the same audience measurement and campaign activation functions to be leveraged at an even larger scale.

LOCALīz by Bulzī.

Bulzī Media has been an innovator in the OOH market for over 10 years. LOCALīz is our latest and greatest.