Case Study

TomTom enables Interbest to have a detailed understanding of reach and target audiences through O/D Analysis

The Overview

Interbest is the market leader in the Netherlands in both conventional and digital highway billboards. With more than 200 billboards in 100 locations along the highway, Interbest is used by international and national brands to establish brand fame and stimulate sales. TomTom enables Interbest to know who their target audience for each and every billboard. This partnership allows Interbest to tailor their outdoor advertising campaigns to benefit their customers' sales.

The Challenge

Interbest became a TomTom costumer over ten years ago when it chose the company as the data provider to answer their most complex question: "What is the geographical reach of the billboards?" The road authorities' car counts and traffic volume averages did not suffice, so Interbest looked to TomTom.

The Solution

The breakthrough came in 2009 when Interbest combined postal code data and TomTom O/D Analysis data. Through the analysis of the combined data, a specific profile of the audience of each billboard was created. After utilizing this knowledge, Interbest was nominated twice for Best Dutch Media Innovation.

When Interbest dove further into the data, they found that the audience of the billboards differed greatly from weekdays to weekends. Through using two profiles, the weekday and the weekend audiences, per billboard, Interbest had even more success in their advertising efforts. As the data was leveraged over the years, other significant profiles were made. For example, they identified that the profile of the traffic on the highway in the holiday month of August is different than the commuter traffic of September.

Origin-destination analysis methods have evolved from manual, high-effort phone questionnaires and email surveys, to complex algorithms that can analyze huge amounts of Floating Car Data (FCD) and identify trip dynamics. TomTom O/D Analysis combines highly advanced technology and data visualization which is powered by a data archive that includes information from more than ten years.

Trillions of probe points coming from different providers are being sourced continuously to create the database that is the foundation of TomTom's origin-destination solution. With an increase in location-based targeted advertising, location data has become essential to tailor messages according to people's behavior.

The Results

Using TomTom´s comprehensive O/D Analysis, Interbest can easily understand how to best help their customers use billboard advertisements to reach their respective audiences. Through Interbest's marketing campaigns, their customers can yield greater visibility and increased revenue while generating a more loyal customer base. TomTom's O/D Analysis acts as a catalyst for the growth of Interbest and their clients.

Customer

Interbest
www.interbest.nl

Location

Amsterdam, The Netherlands

Product/Service

O/D Analysis