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MEASUREMENT OVERVIEW

How ember campaign measurement works

Trillboards reports delivery, measured attention, audience reach and campaign outcomes as distinct measures.

01

Verified delivery

Player records show which creative ran on each screen, with its market, event time and flight.

02

Audience evidence

Live camera measurement matches passenger presence and attention to the creative playing on screen.

03

Campaign outcomes

Audience matching establishes reach and frequency. Campaign studies can measure visitation and incremental lift.

A single number never carries all three meanings

Each report states the delivery unit, measurement method, reporting period and latest processed data.

How impressions are counted by format

WELCOME ONBOARD + ACTIVE LOOP

1 completed, deduplicated video spot

counts as one ad-play impression when the campaign uses completed-play billing.

Trillboards reconciles the playback record to the booked creative, screen, market and flight.

PAYMENT PAGE SPONSORSHIP

1 logged sponsorship display

counts as the delivery unit for the payment-screen placement.

The campaign order and report should state this display-event definition. A video-completion count does not apply.

Delivery confirms that the placement ran

Passenger presence and attention are measured separately.

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AUDIENCE EVIDENCE

Passenger presence and attention

Attention measurement is live on Ember screens and matches camera observations to the creative playing at that moment.

PRESENCE

Was a passenger present during the play?

The report includes the camera observations supporting each result.

ATTENTION

Did the passenger look toward the screen?

Looking time, estimated gaze and facial response support creative analysis.

REACH AND FREQUENCY

Deduplicated audience matches establish reach

The report identifies the matched population, source, geography, flight and methodology.

Ad plays measure delivery. Audience matching measures reach and repeat exposure.

Netflix / La Bola Negra demonstrates the creative-level attention analysis already available.

Geographic reporting and store visits

Delivery reports show where the campaign ran. Store visits are available through a separately configured campaign study.

GEOGRAPHIC DELIVERY

PDF and CSV reports show delivery by creative, screen, market, flight and timestamp.

Branded buyer reports provide geographic and ad-quality detail.

VISITATION STUDIES

Intuizi supplies licensed visitation and audience data. Placer.ai adds location and foot-traffic intelligence.

Setup defines advertiser locations, the observation period and the attribution window.

KEY DEFINITIONS

Recorded visits

Observed visitation among the measured audience

Incremental lift

Difference between exposed and matched control groups

Study disclosure

Provider, dates and method appear in the report

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REPORTING

Reporting package and cadence

Reporting preserves the distinction between delivery, attention, reach and outcomes

DELIVERY DETAIL

Creative, screen, market, flight and timestamp

- Geographic and ad-quality PDF/CSV downloads
- Branded buyer reports

SCHEDULED REPORTING

Daily, weekly or monthly

Scheduled reports cover the advertiser's activity across campaigns.

Individual campaign reports

Available on demand

REPORT TRANSPARENCY

Reporting period

Dates covered by the report

Latest processed data

Clearly identified in each report

Measurement definitions