



TM

MTM Interactive is an innovative, solution-based company. We use the latest data collection hardware and proprietary software to design custom products that meet our clients' measurement requirements. Using these tools, we deliver actionable information to key decision makers in real-time over the internet.

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Mobile Technologies

Automatic Audience Measurement Technology

MTM Interactive delivers innovative solutions for measuring the effectiveness of outdoor advertising campaigns. Our proprietary machine learning technology identifies demographic traits as it detects, tracks and measures targeted audiences. Using these advanced tools, we deliver actionable information to customers in real-time over the internet.

Advertisement Effect Measurement

MTM Interactive offers customers the ability to immediately quantify the success of their advertising campaigns with real-time, customizable measurement solutions. Vital statistics, including head counts and people flows, are transmitted live to customers during the event. Customers are also provided with a detailed executive summary, which offers valuable insight into their return on investment from the event.

MTM's proprietary audience measurement and tracking technology can now be deployed anywhere in North America, thanks to our state-of-the-art Audience Measurement & Tracking Vehicle(s) (AMTV). The AMTV measures impressions under any weather conditions with minimal setup time. A 40' vertical boom holds high performance video cameras that capture events within pre-defined areas. This video is fed through our proprietary software systems to automatically extract vital information and provide customers with invaluable feedback regarding the outcome of their advertising campaign.

The AMTV onboard workstations support all mobile command center operations, including:

- The control and coordination of all deployed technologies, from RFID-enabled handouts to ad effect measurement systems.
- The analysis of video and other sensor data.
- Onsite presentations of real-time event statistics.
- The integration of performance measurement and business intelligence systems with MTM's unique mobile solutions to offer comprehensive, user-friendly performance reporting.

