



## PRESS RELEASE

### **COMMB Announces the Release of its First Comprehensive Reach and Frequency (R/F) Planning Tool for Out-of-Home (OOH) Advertising**

**Toronto, October 17, 2024 - The Canadian Out-of-Home Marketing and Measurement Bureau (COMMB)** is announcing the launch of its first-ever comprehensive Reach and Frequency (R/F) planning tool, set to release in January 2025. This tool marks a significant advancement in OOH advertising, offering the industry a new standard for precision in planning and analytics.

The R/F planning tool will be available on **ROADMAP**, the industry's platform for inventory management and OOH planning. Designed to integrate seamlessly, this tool provides granular analysis down to individual Outdoor assets. Utilizing factual data, moving away from general estimates or extrapolations at market-level.

The tool's ability to process vast amounts of data is powered by leveraging GPU integration, allowing for quick and efficient planning. "With this new Reach and Frequency tool, COMMB is taking a major step forward in data-driven OOH inventory planning. It is more realistic and sensitive to the geographical distribution of inventory in a campaign," said Farrokh Mansouri, Head of Data Science at COMMB.

Advertisers can make more informed decisions by understanding the specific reach and frequency of each billboard, screen, or display. "Giving advertisers the detailed insights they need to plan accurate, targeted campaigns, only enhances the effectiveness of OOH advertising. It helps drive better outcomes and strengthens marketing strategies across Canada," said Lara Menzies, Director of Marketing at COMMB.

### **About COMMB**

COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech-stacks and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats, and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives. [www.commb.ca](http://www.commb.ca)

**ROADMAP** is COMMB's proprietary software tool for out-of-home advertising planning and inventory management, in Canada.

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