

TMKG launches PostarTrack, an OOH audit tool

TMKG Media Audit, Nigeria's specialist in out-of-home and outdoor media monitoring has launched Postartrack, a web-based media monitoring tool for tracking, evaluating and reporting all types of out-of-home media displays.

Accessible online to advertisers, agencies and media owners on licence, PostarTrack generates real time media market intelligence for out-of-home media planning, management and inventory control.

PostarTrack can be accessed by advertisers and agencies via a secure client-dedicated login where they can download both compliance and competitive intelligence reports complete with images of billboards. Clients also have the convenience of exporting analysis and reports to MS Excel and Powerpoint for presentation.

With the introduction of PostarTrack, TMKG has significantly reduced turn-around time for reporting the status of displays wherever they be in the vast Nigerian outdoor media landscape using GPRS technology.

According to Dan Oshodin, CEO of TMKG, "PostarTrack is an upgrade of our existing online reporting dashboard which has now been infused with additional modules and features. The new modules include real time access to audit reports by our clients as our field force upload data all over the country, real time error/aberration alert that is delivered automatically to the mail box of subscribers and geo-spatial mapping of assets for geographical planning".

The service also incorporates traffic count data for determining Daily Effective Circulation (DEC) and Cost Per Mille (CPM) for each billboard site audited. The inclusion of traffic count data in TMKG's outdoor monitoring offer is a major watershed in media planning and measurement in Nigeria.

For the first time advertisers, media owners, planners and buyers can now get the data that help them determine the number of vehicles driving past outdoor displays and ultimately the potential number of persons exposed to the messages on billboards, the very crucial ingredients that power outdoor media measurement and metrics.

TMKG Media Audit, the out of home media audit arm of TMKG Consulting, pioneered out of outdoor media audit in Nigeria in its quest to fulfil the industry's need for independent and structured monitoring and evaluation. Since 2005, the company has helped advertisers, agencies and media owners maximise their investment in the fastest growing medium, covering over 300 towns and over 12 000 billboards.