



IN THE UNITED STATES...

30M monthly active Waze users

37 miles per day

41 minutes per drive on Waze

We know on-the-go better than anyone else

Not just where people are, but where they're going
and how they will get there.



Waze helps complete the Google Ads ecosystem, providing access to an in-car channel



The right message for every stage of the journey – **even in the car**





Unlike other ad platforms, Waze interacts directly with consumers while they are on-the-go.

Customized Drive-Based Targeting

Waze connects you with your consumers in the right context and during meaningful in-car moments.



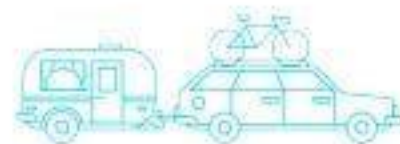
Day Parting



Home & Work



Weather



Road Tripper



Destination

OOH Innovation

Waze + OOH allows brands to reach people on the move, amplifying each other's impact.

Radius target around the OOH placement to trigger the Zero Speed Takeover.





THE ROAD AHEAD FOR OOH

COMPETITOR ANALYSIS

Which roads are popular for competitor drives?



LAST MILE INSIGHTS

Where are customers going after billboard exposure?



DWELL TIME & EXPOSURE TO OOH PLACEMENTS

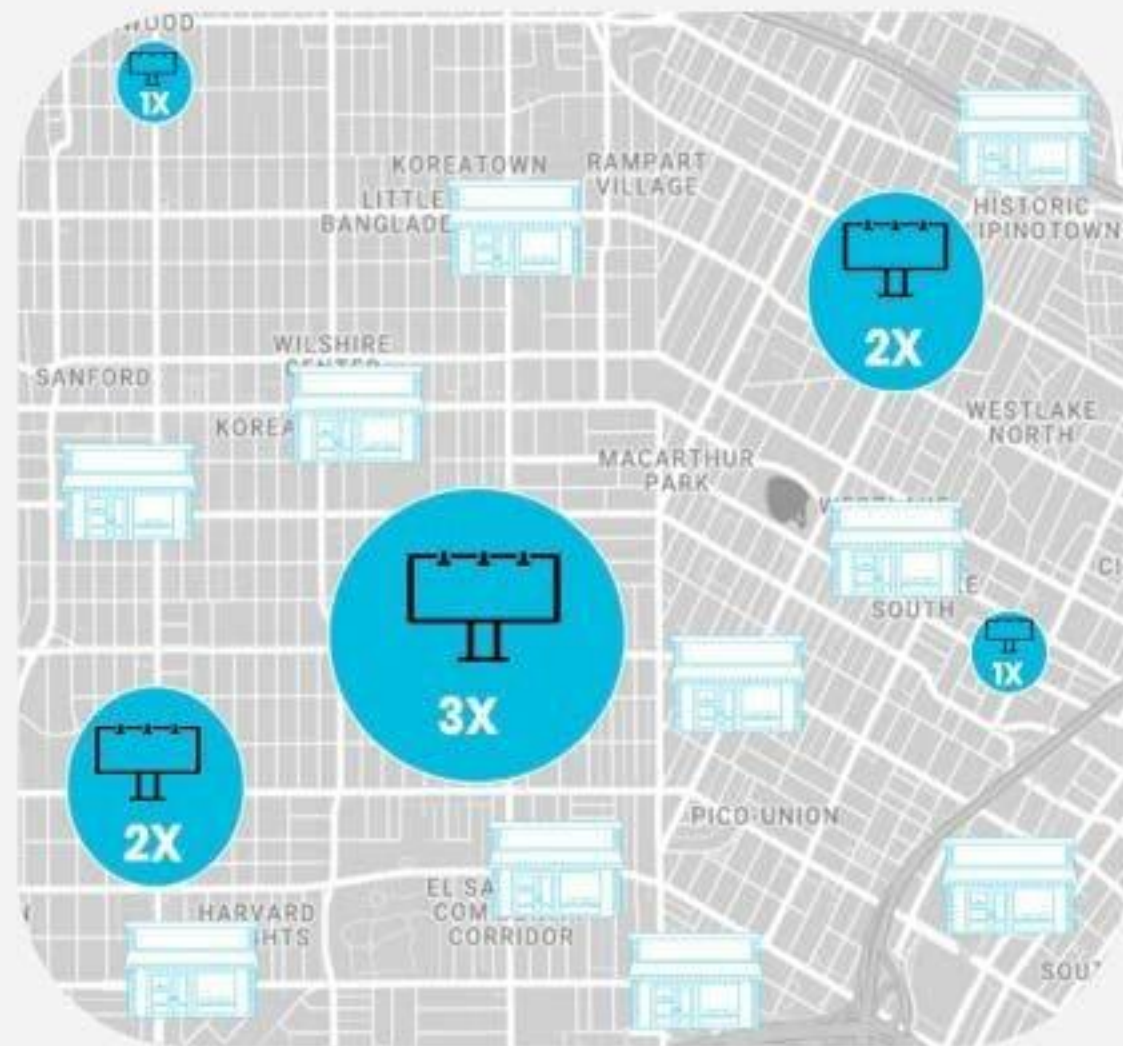
How fast are they driving past billboards?

Avg time someone looks at a billboard is ~3 seconds



Measure the Results

Waze captures **when & where billboard impressions are seen** to provide tailored business results for OOH.

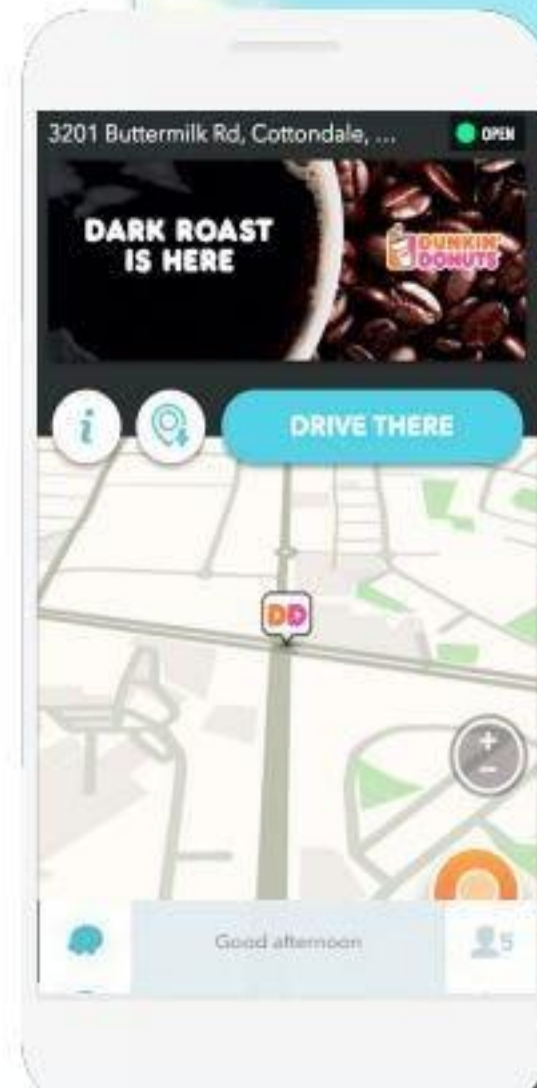


Waze is Digital OOH

OOH & Waze Are Better Together

Waze + OOH allows brands to reach people on the move, amplifying each other's impact.

3x navigation lift when a driver is exposed to both OOH & Waze



Complement OOH... By Extending Reach

A billboard is only relevant to those who see it

Waze can extend reach of a billboard message by triggering ads to drivers in the vicinity of a billboard...to the right person, in the right place, at the right time and in the right context.



Core Ad Formats



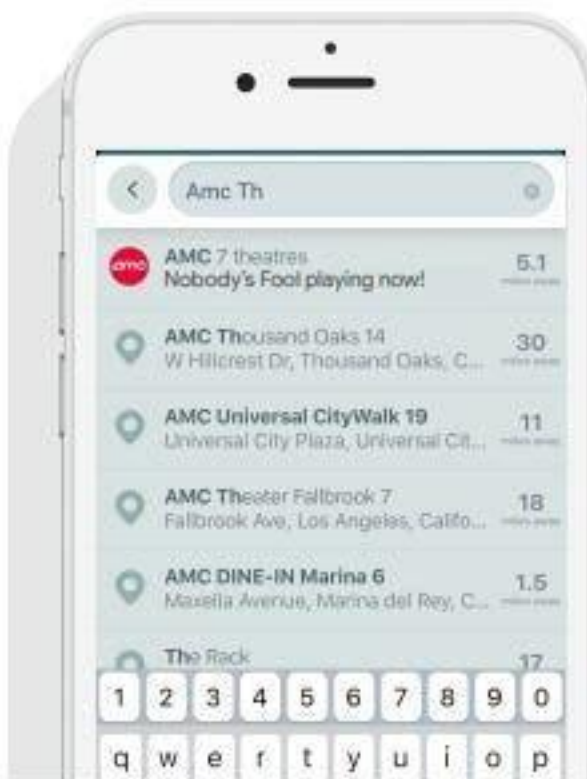
pins

Educate and remind drivers of places near their drive, building location awareness



takeovers

Reach users on-the-go by messaging drivers who are stopped for 4+ seconds



search

Remain top of mind to users searching with high intent to navigate to a theater location



push notification reminder

For "Save For Later" CTA ads

IKEA® Home furnishings

Warner Road exit off I-10



IKEA-USA.com

