



Real Time Audience Measurement for Optimizing Video Ads

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October 20, 2025



History of Audience Measurement

Retail Media Networks (RMN)

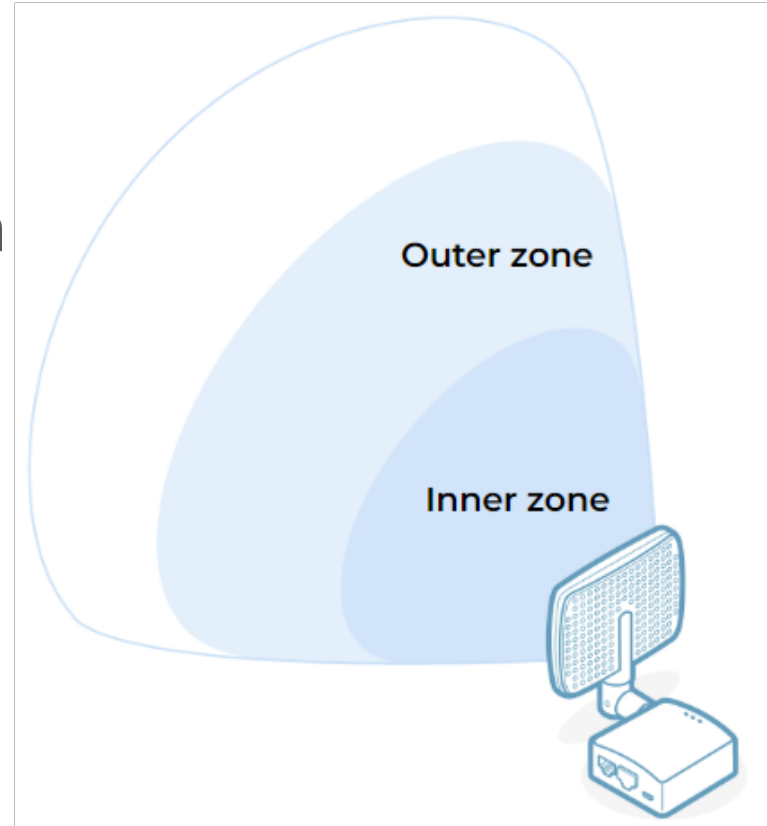
- Nielsen, etc
 - Per-store counts
 - Annual average

Out-of-Home (OOH)

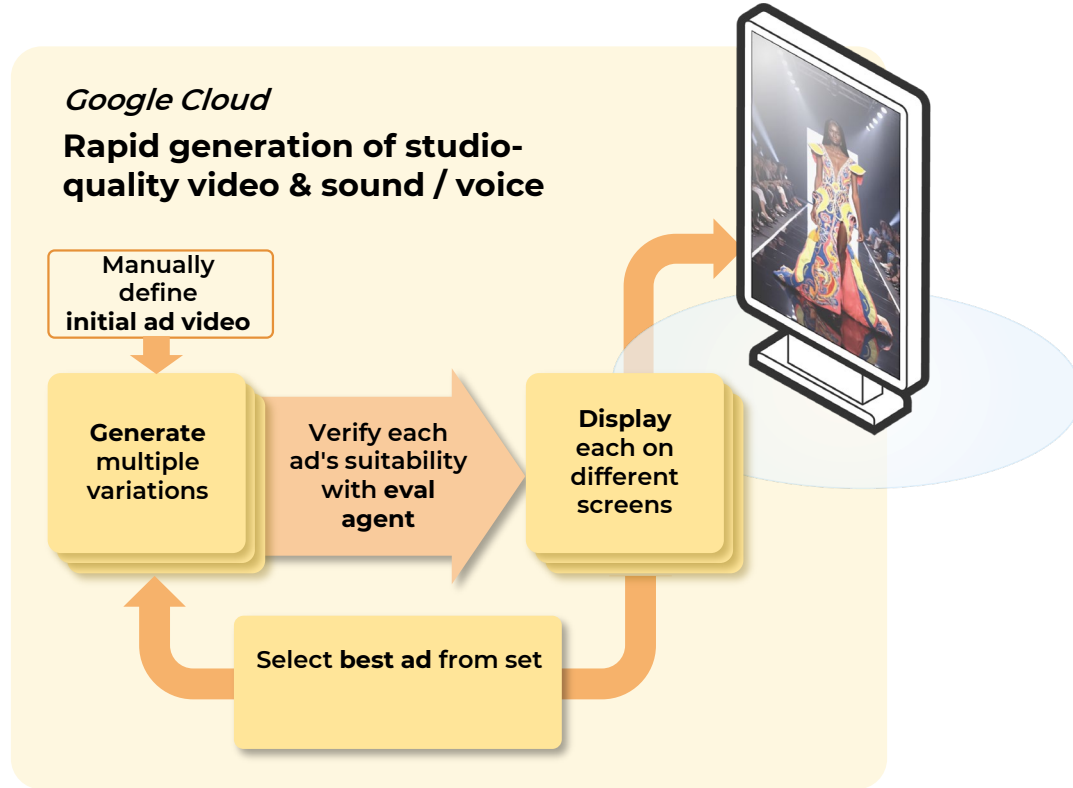
- Traffic Audit Bureau
 - Automobile studies
 - Annual average
- GeoPath
 - SDK data brokers
 - Annual average

What's New?

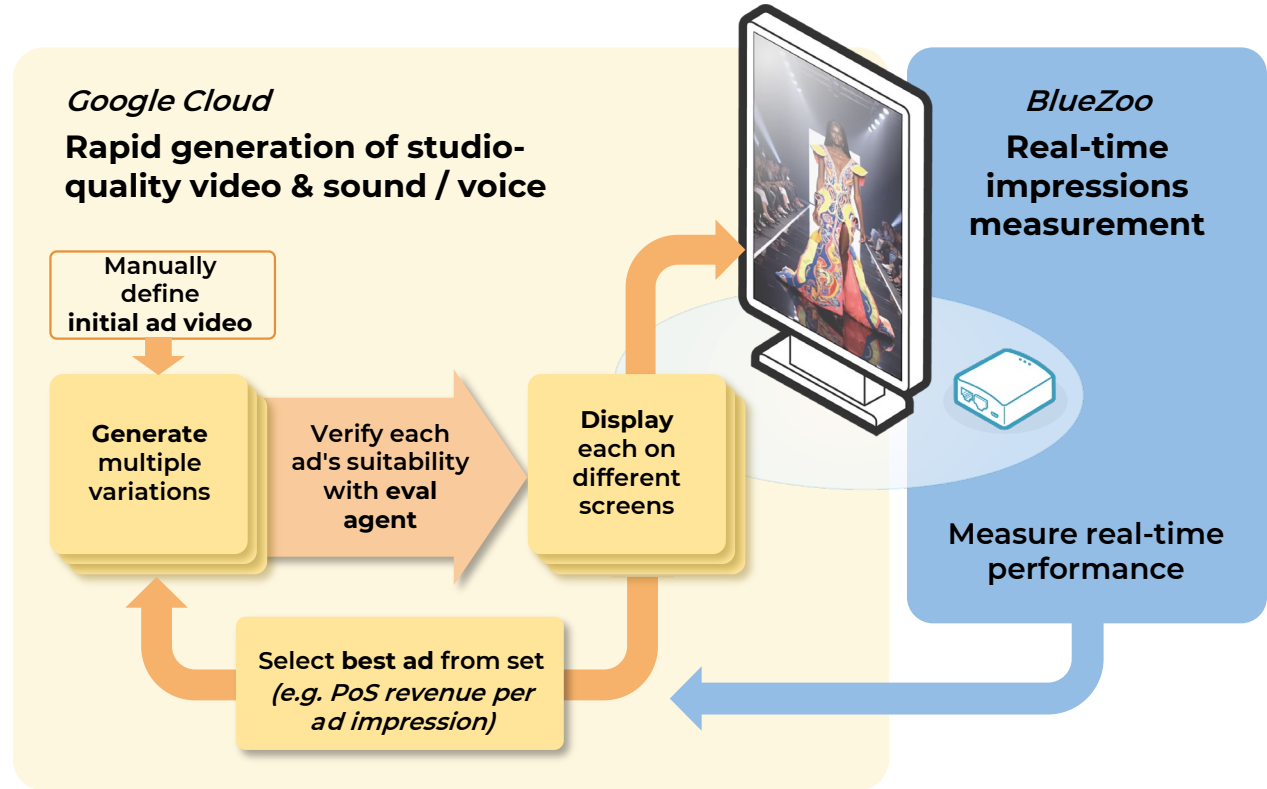
- Real time measurement via
 - Cameras
 - Passive Wi-Fi
- Real time video generation



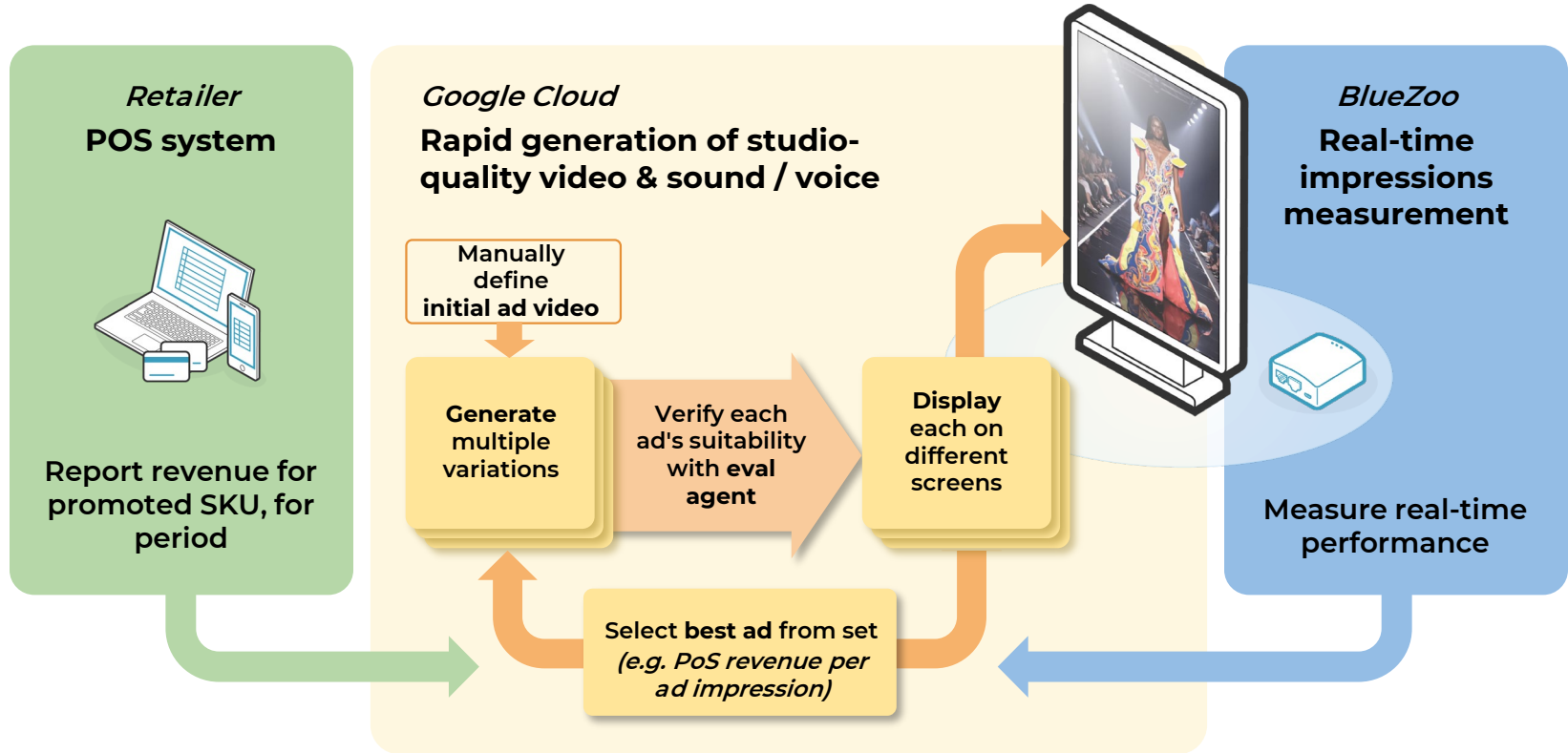
System overview



System overview



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Which Video Ad Is Best?

- Maximum “Revenue per Impression”
 - Impressions count from BlueZoo sensors
 - Revenue from PoS system
- Alternative strategies
 - Maximum dwell time
 - Maximum attraction ratio



Summary

- AI-generated video is
 - Studio quality
 - Fast to produce
 - Inexpensive
- Measurement permits organic refinement
 - Attended or unattended
 - Hyper-optimized advertising





www.bluezoo.io