

**BEM**

BRAND EXPERIENCE MEASUREMENT

PROPRIETARY MEASUREMENT FOR EXPERIENTIAL

A WRAP REPORT IS NOT MEASUREMENT.

A wrap report tells you what happened. BEM adds audience data your team can use to evaluate the experience and inform the wider marketing program.

01 · BEM CORE · IRL

MEASURE THE EXPERIENCE.

Understand the audience that was actually there: unique visitors, dwell time*, frequency and movement through the experience.

*Where supported by deployment methodology.

02 · BEM ATTRIBUTION · ROI

MAKE MARCOM SMARTER.

Use matched exposure data alongside the KPIs and tools already in your MarCom stack.

03 · BEM ACTIVATION · PAID MEDIA

POWER PAID MEDIA.

Use matched exposure signals to inform audience strategy, creative sequencing and post-experience media activation, including retargeting where appropriate.

BEM

BRAND EXPERIENCE MEASUREMENT

A PACKED ROOM IS NOT A KPI.

BEM measures the audience directly. Matched exposure can then support attribution and paid media.

BEM · DIRECT SENSING**OBSERVED DIRECTLY**

The large majority of devices inside the footprint. Direct sensing records real sensor-to-device interactions. Panel and SDK data add context; they never inflate the count.

INDUSTRY NORM · SDK-ONLY MODELING**OBSERVED, THEN MULTIPLIED**

A single-digit share of devices, extrapolated to estimate the rest. SDK data from mobile apps is scaled using multipliers that grow less stable as tracking tightens.

Methodology from YW3's approved measurement partners. Detail available under NDA.

BEM · PRIVACY BY DESIGN

SENSOR ON SITE

Reads nearby Wi-Fi device signals to measure exposure. No content is served.

HASHED + SALTED ON-EDGE

Identifiers are hashed and salted immediately. Raw identifiers are never stored or transmitted.

NO INDIVIDUAL PROFILING

No individual profiles or behavior tracking in core measurement. MLA Code of Conduct, with consumer opt-out.

ENCRYPTED + AGGREGATE

AES-256 in transit and at rest. Core reporting is aggregate. Attribution and activation are separate workflows.

MAKE YOUR NEXT EXPERIENCE MEASURABLE.

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