



Market research and Big Data analysis especialized on Out-of-Home and location analytics

Innovation Focus

CUENDE Infometrics' goal, since its founding in 1991, has been to design and develop state-of-the-art marketing research systems and decision support tools for advertising and media planning.

Our mission is to contribute to the effectiveness of our customers' business, providing knowledge of essential factors of their markets to increase profits and / or reduce risks. Our approach is that we must provide powerful information base on a combination of Big Data analysis and surveys, although traditional market research companies. CUENDE Infometrics is recognized as a leader in innovation It consists mainly of specialized professionals in the creation, innovation and development of new marketing intelligence systems. Instead of a pollsters team CUENDE is formed by data scientist, proficient computer engineered and geographical data experts.

Out-of-Home Audience Measurement

With advanced technologies and patented methodologies, CUENDE Infometrics is the international leader in Out-of-Home research. Media companies, advertising agencies and advertisers plan their OoH campaigns using standard media-planning metrics including target net reach, coverage, impacts, OTS and GRPs of desired targets, which levels the playing field for OoH relative to other media and allows to plan cross-media advertising campaigns.

GEOMEX, the currency for Out of Home ratings in Spain, is conducted by CUENDE, which is one of the most eminent audience measurement initiatives acknowledged by the AEA (Advertisers Association). CUENDE's develop pioneering use of tracking A-GPS systems and the patented "Visibility area calculation", is milestone in audience measurement.

But CUENDE has expand out of their borders thanks to their state-of-the-art intensity traffic analysis based on integration of different Big Data sources, including vehicle counting from analysis of satellite images, traffic flow sensors, navigator devices and telecom operators data. This innovative product has allowed the creations of OOH ratings in countries never can afford with traditional survey methods.

Currently CUENDE has clients in a variety of countries such as South Africa, Pakistan, Australia, Zambia or Lebanon showing that their service has no limits.

Consultant

Its experience, and know-how were so relevant that CUENDE has been involved as consultants to help develop audience measurement systems by Brithis POSTAR and US Media Rating Council.

Location analytics

CUENDE's city traffic analytics is integrated with geographical data, expanding the scope of their predictive models and location analytics to new markets such us retail, franchisee, or real state.