

BeGeo 2026
24/03/2026 - Brussels Expo

La géo-intelligence au service de la résilience
Geo-intelligentie voor een veerkrachtige toekomst

Data in OOH

Koen Van Rhijn

begeo.be



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13 patents

Investment in R&D

Global footprint

Reinventing OOH powered by tech, data creativity, and insight

Add Data

Curated talent

Who is Billups?

15+ Language spoken
\$550M OOH media spend
450+ Employees globally
65+ Countries

billups.com

The Americas

Canada

- > Montreal
- > Toronto

USA

- > Seattle
- > Portland
- > Denver
- > San Francisco
- > Los Angeles
- > Chicago
- > Nashville
- > Texas
- > New York
- > Boston
- > Miami

Mexico

- > Mexico City

EMEA

Europe

- > Belgium
- > France
- > Germany
- > Italy
- > Netherlands
- > Spain
- > UK
- > Serbia

Middle East

- > UAE
- > Saudi Arabia

APAC

India
Malaysia
Singapore
Thailand
New Zealand
Australia

billups

The Belgian (D)OOH Expert Team for OOH Success

Billups

Client Services

Campaign Ops

Inventory + Programmatic



Koen Van Rhijn
Managing Director



Samantha Pearce
Business Director



Ellen Van Roy
Account Director

Nadia Aziz
Account Director



Christophe Nolf
Senior Account Director



Bruno Mertens
Inventory
Partnerships
Specialist

Ulrich Medenou
Programmatic
Senior Account
Manager



Joelle Geeurickx
Senior Account Director

Lise Vanderbiest
Account Manager



Tamara Deknudt
Account. Manager



Mounia Korchi
Account Executive



Publicis / Mediaplus

SPACE

OMD / PHD / HEART &
SCIENCE / SEMETIS

From Mass Visibility to Intelligent Impact



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The Evolution of OOH

From pure **mass medium**:

- > High Reach
- > Broad Coverage
- > Limited targeting

To a very powerful **data-driven medium** channel that combines **scale** & **precision**

WHO

Who do we reach?

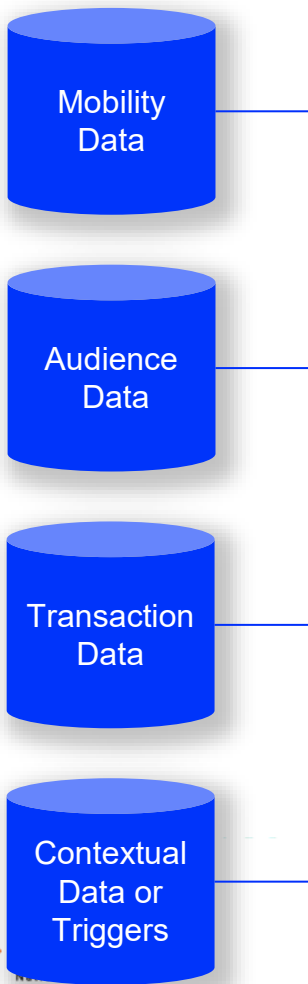
CONTEXT

In which context?
What are they doing?
What behavioral
relevance?

MOMENT

At what moment?

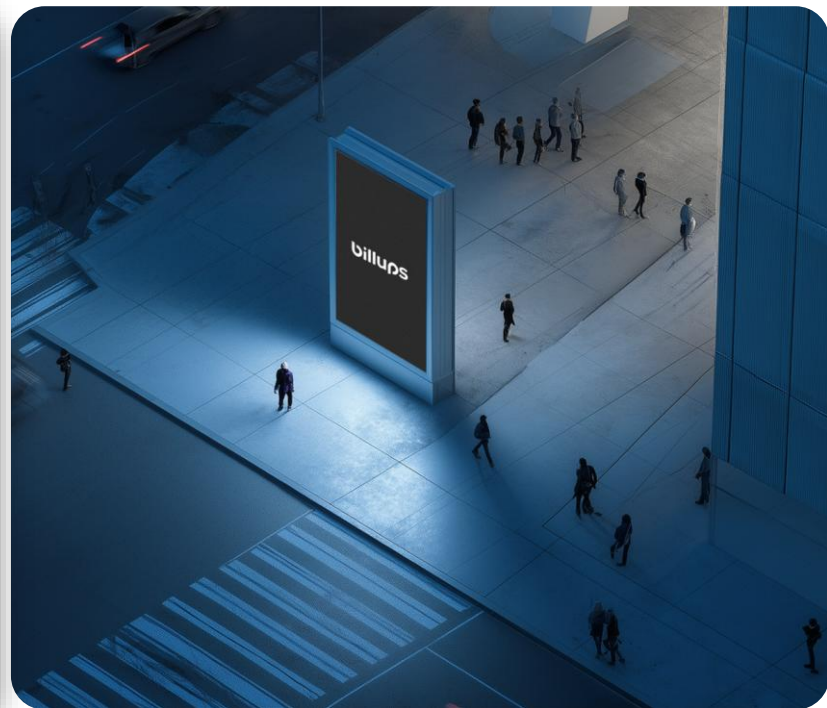




Thanks to **data**,

OOH is no longer just about presence — it is about

intent, timing and relevance.



Data-Driven Planning: Smarter Decisions before we buy



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This evolution has changed the way we plan, buy & measure OOH

Move from **Location-Based** thinking to **Audience based, context, and creative direction**.

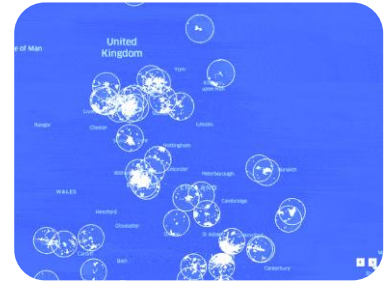
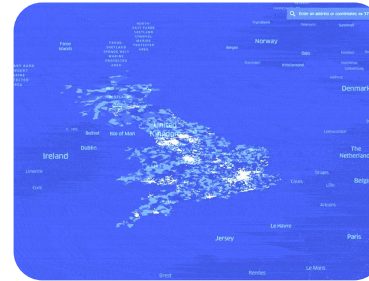
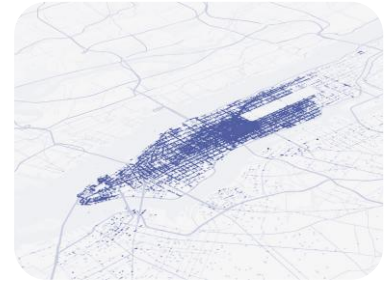
OOH is much more than **reach, coverage & frequency**, it is about **Strategic Placement within a consumer ecosystem**

Data use leads to smarter planning, more accountability and better alignment with campaign **KPI's**

Source: Xero figures are pulled from Xero directly, we now consider only Approved /Awaiting approval / Paid stations are used for past months
Only Paid status invoices are summed for current and future months
Source: Sales order figures are agency invoice amounts.

EUR							
Source	Jan	Feb	Mar	Apr	May	Jun	
Xero	211,514.00	0.00	98,588.00	106,342.00	0.00	0.00	
Sales orders	0.00	0.00	0.00	0.00	0.00	0.00	
Difference	211,514.00	0.00	98,588.00	106,342.00	0.00	0.00	

GBP							
Source	Jan	Feb	Mar	Apr	May	Jun	
Xero	565,141.82	736,441.23	672,480.20	1,071,557.89	0.00	0.00	
Sales	0.00	13,108.36	100,431.84	137,458.93	48,343.45	118,871.45	



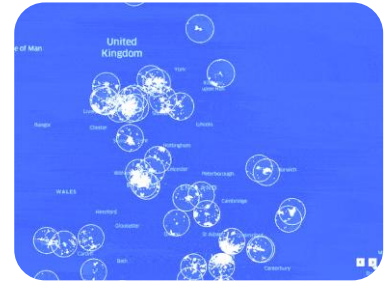
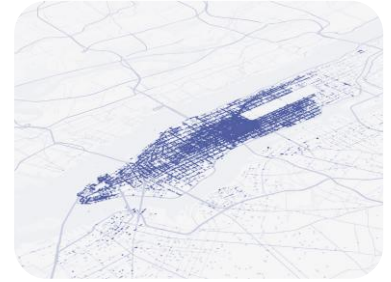
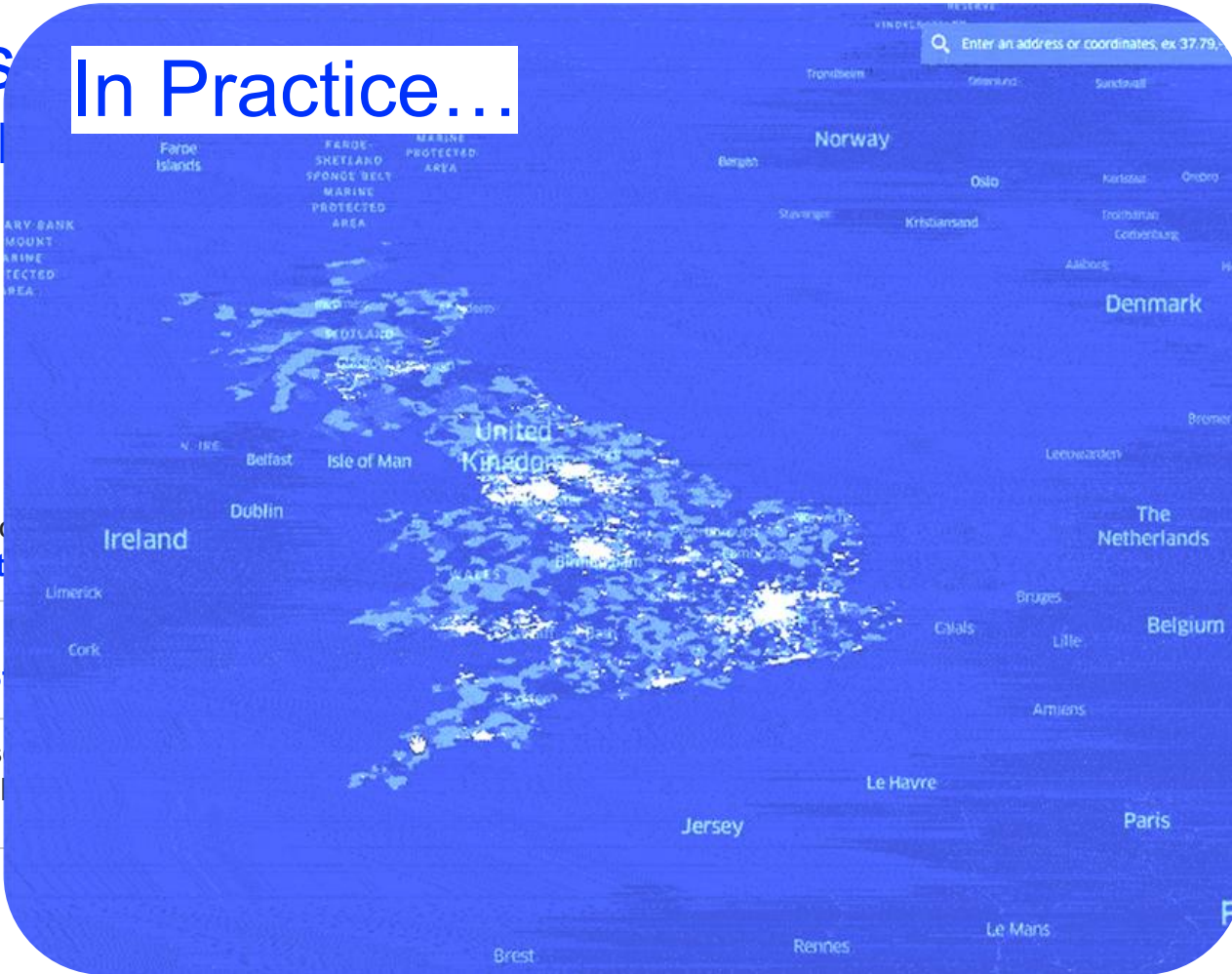
This
char
buy

In Practice...

Move from
context

OOH is
about S

Data us
better a



audraai audraai
audraai audraai
audraai audraai



The first agentic AI system for OOH

audrai™

audrai™ blends multi-LLM intelligence with deep OOH market, audience and inventory knowledge.

Automate repetitive operational tasks

Accelerate campaign planning

Generate market summaries & audience briefs instantly


A/B test creatives by using attention mapping

Mockup ads and research clients

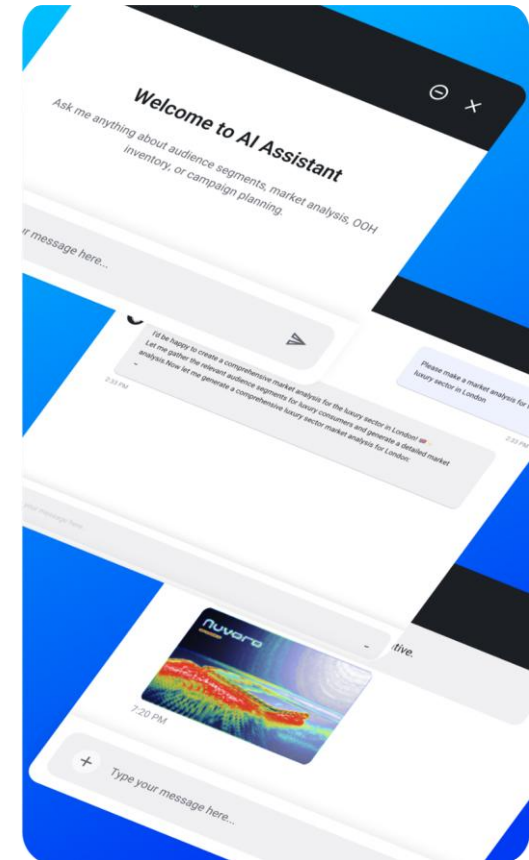
Our goal Free people from repetitive tasks so they can focus on ideas, insights and client impact.

Carto mapping 2 days → 2 min

Workflow acceleration Up to 50%



With audrai™ teams plan smarter & faster - across markets & formats.



billups PDOOH

Real Agile Placement in OOH: Programmatic



Where data and buying converge



Shift budgets between venues, markets and flights



Change creatives instantaneously based on prescribed triggers



Start and stop ads at any time



Target based on audience, location, point of Interest, zip codes or other events

PDOOH enhances traditional OOH by adding flexibility, precision and optimisation.

Five Strategic Reasons to Leverage PDOOH

- 1 Enhance large campaigns** – Add depth by strengthening key regions, environments or target audiences and optimise during the campaign.
- 2 Enable always-on presence** – Maintain continuous visibility with flexible budget allocation.
- 3 Support local and regional targeting** – Activate specific cities, retail areas, POI/POS or environments with precision.
- 4 Drive data-based planning** – Use audience data and contextual triggers to increase efficiency.
- 5 Integrate with mobile** – Extend reach, reinforce messaging and improve measurability through OOH + mobile synergy.

billups PDOOH

Real Agile Placement in OOH: Programmatic

The integration of data into the buying layer, transforms OOH from static exposure into dynamic performance media.

We are no longer just buying space.

We are **buying moments**.



This unlocks

Realtime Flexibility
Tactical Optimisation

Reduced Waste

Budget Efficiency

Data in Measurement: Building Future Value



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billups Analytics™

OOH analytics suite

Attention dashboard

Patented, global measurement

Attention score
Reach & Frequency
Demographics
Dwell time



Airport dashboard

Attention score
Dwell time
Frequency & reach metrics
Carbon emissions
Passenger profiles
Flight-based insights



Creative optimization

Fast, effective pre-campaign

A/B testing
Attention heatmap



Web & app impact

Measure OOH impact:

Website Traffic
App visitation
App conversion
Online Sales
Demographics



Brand study

Measure OOH impact on:

Brand Metrics
Competitor Insights
Audience Insights



Visitation lift

Measure OOH impact on:

Footfall lift
Demographics



OOH delivery

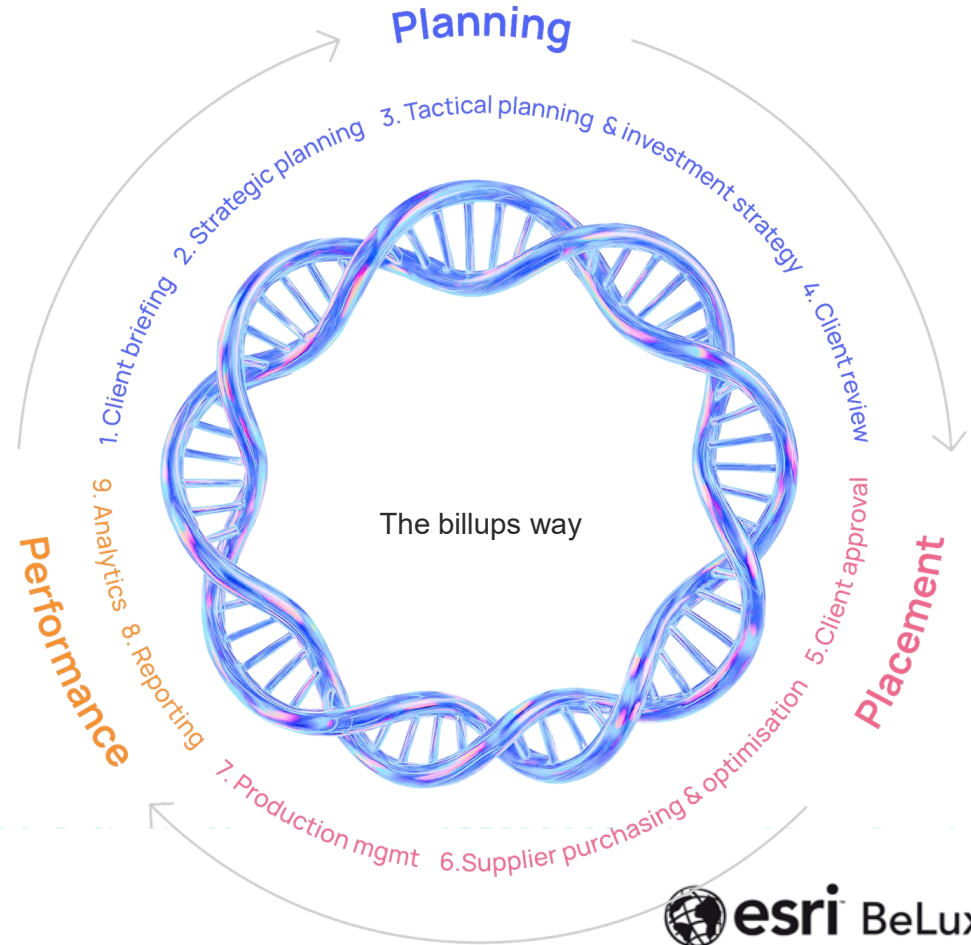
The billups way

Where human creativity and intelligent systems work together to deliver:

- Smarter planning
- Seamless execution
- Proven performance

Our Philosophy

Bold ideas. Delivered with precision.
Powered by people + AI.



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