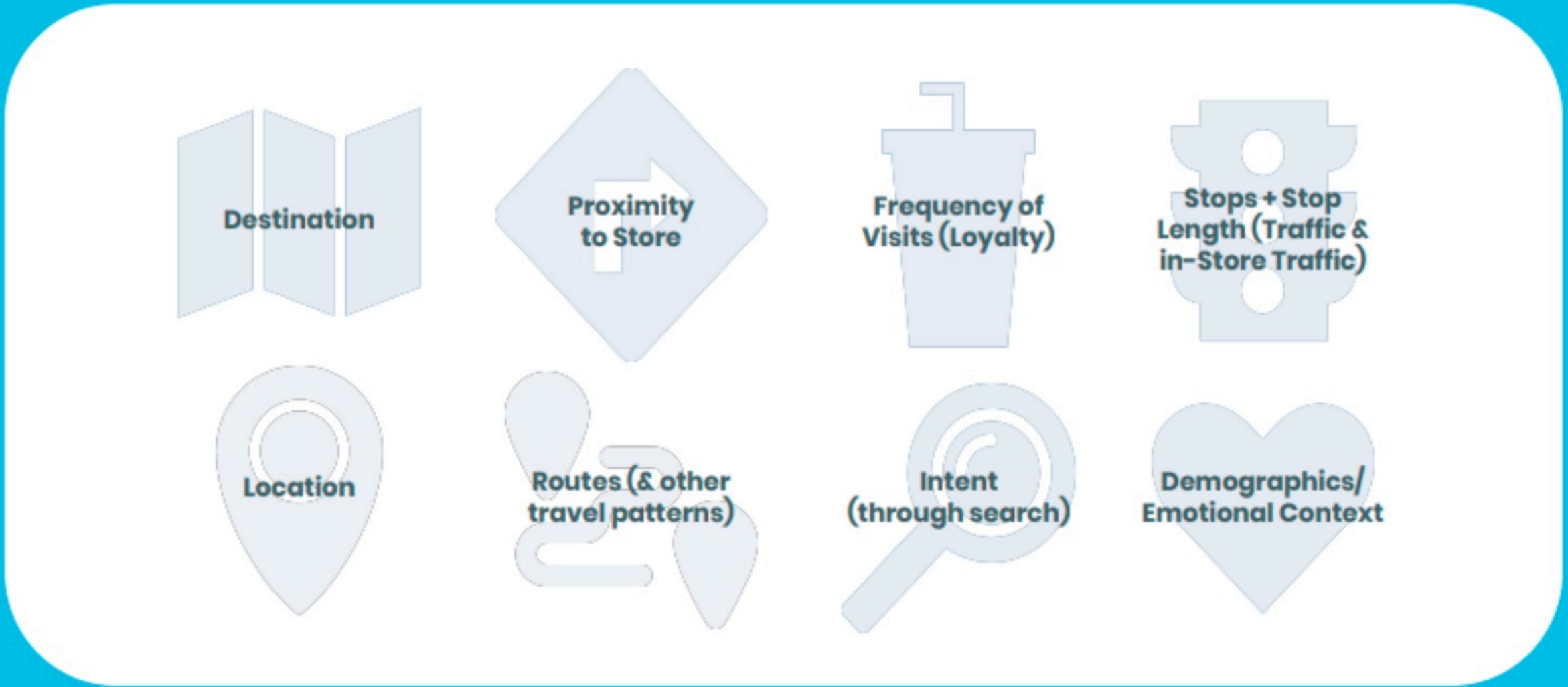
IN THE UNITED STATES...

30M monthly active Waze users
37 miles per day
41 minutes per drive on Waze

waze

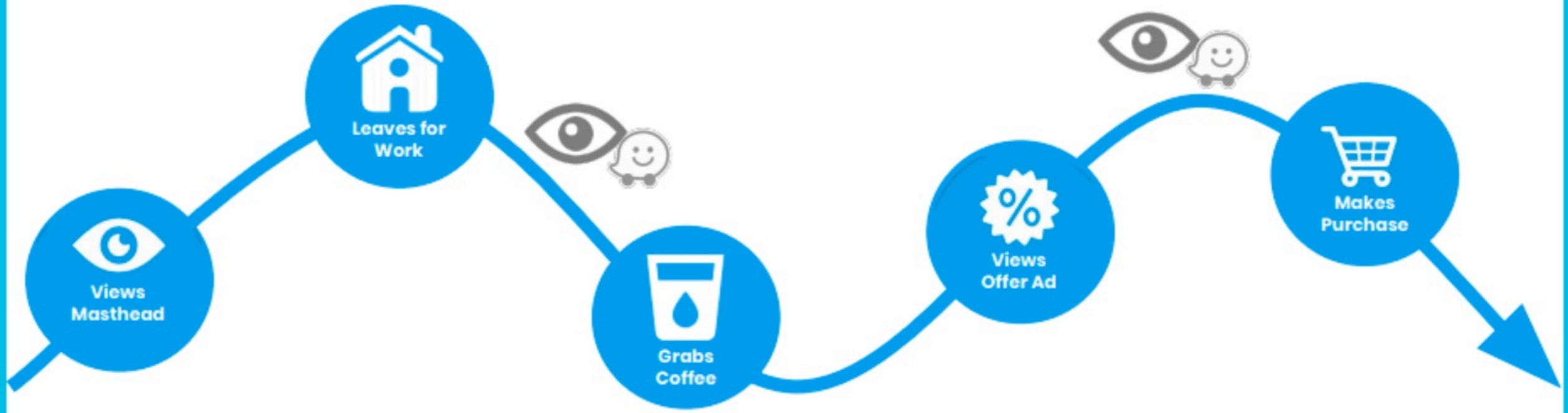
We know on-the-go better than anyone else

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.

waze

PROPRIETARY + CONFIDENTIAL

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

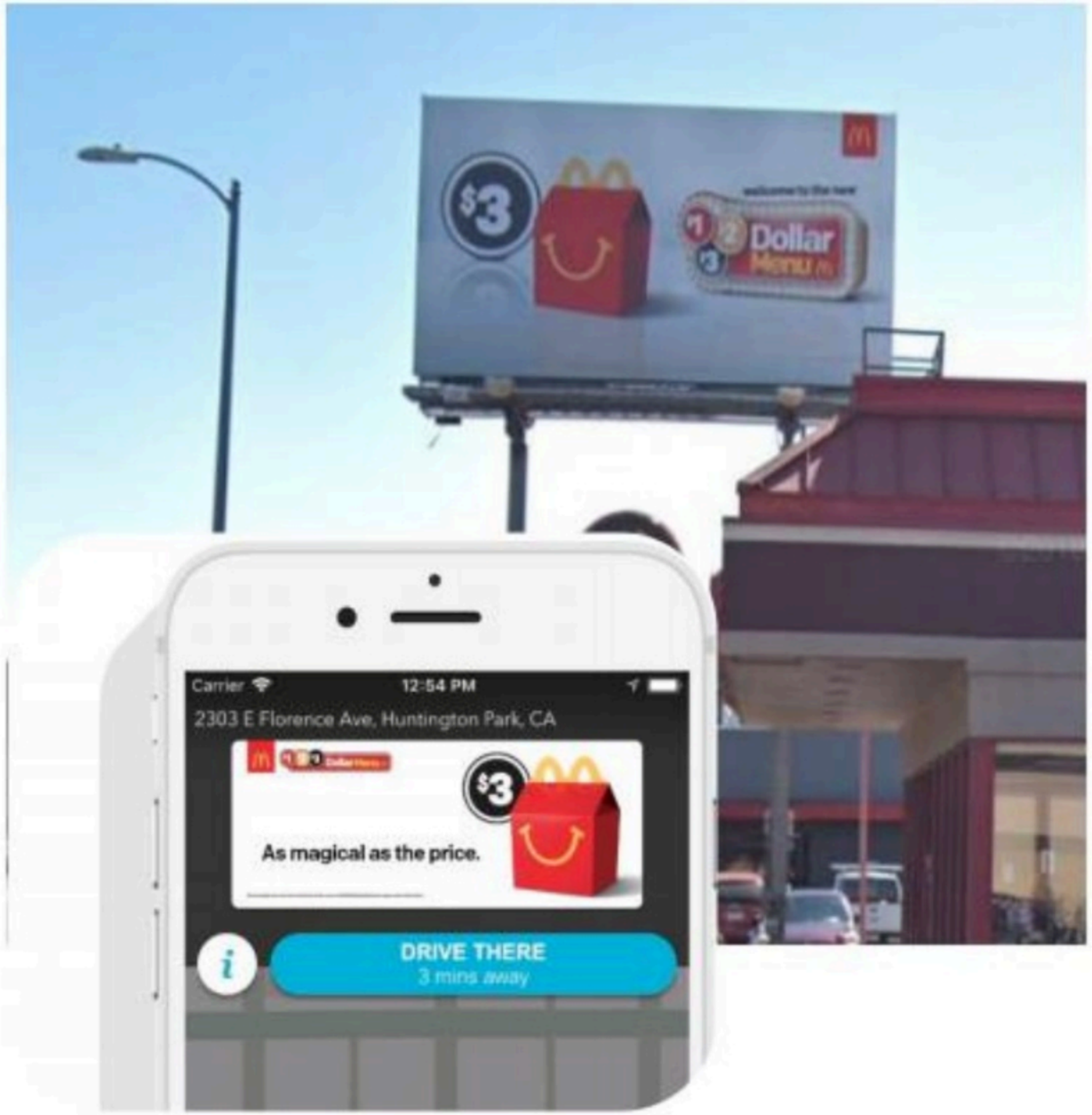
Road Tripper

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

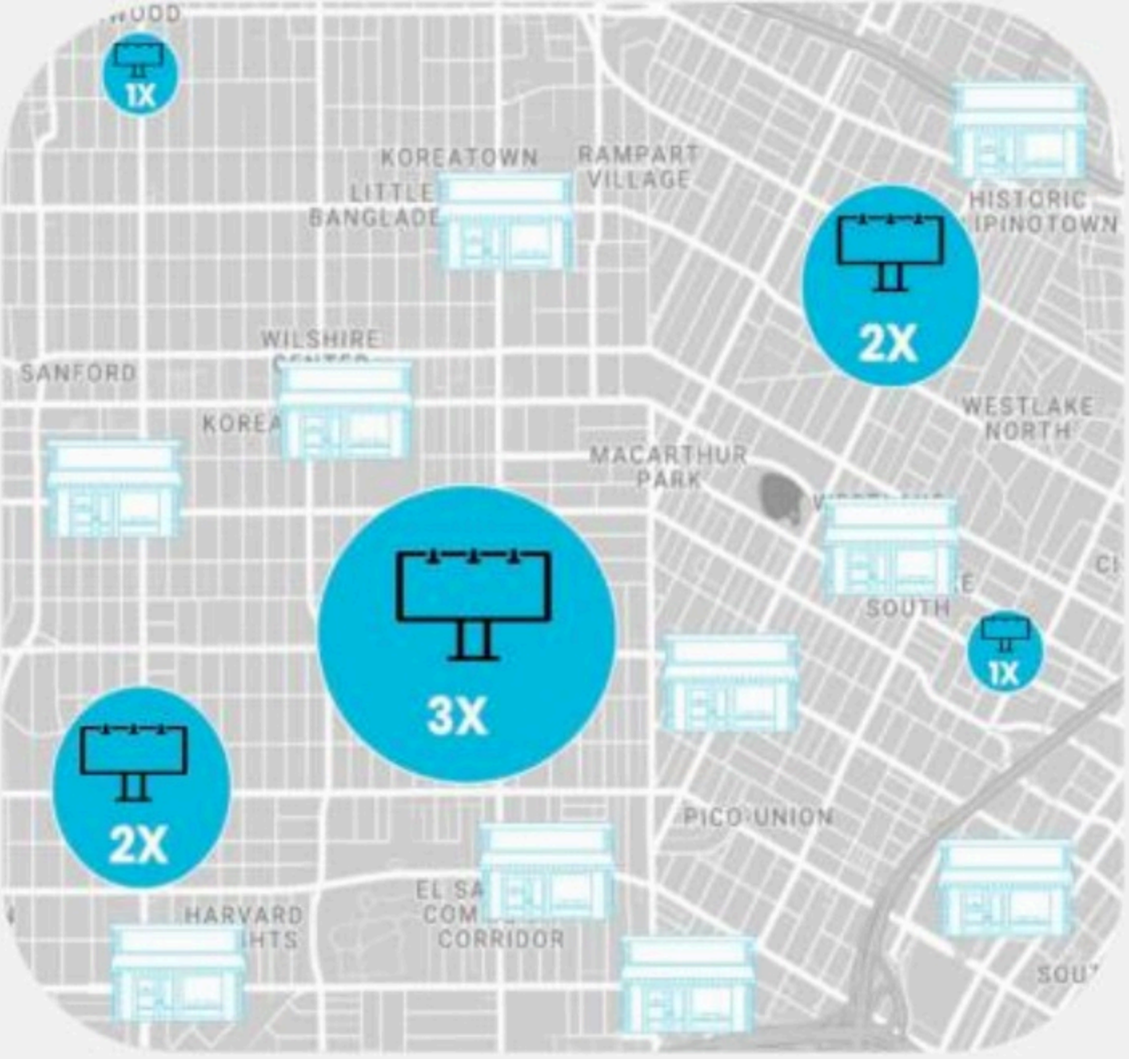
Where are customers going after billboard exposure?

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.

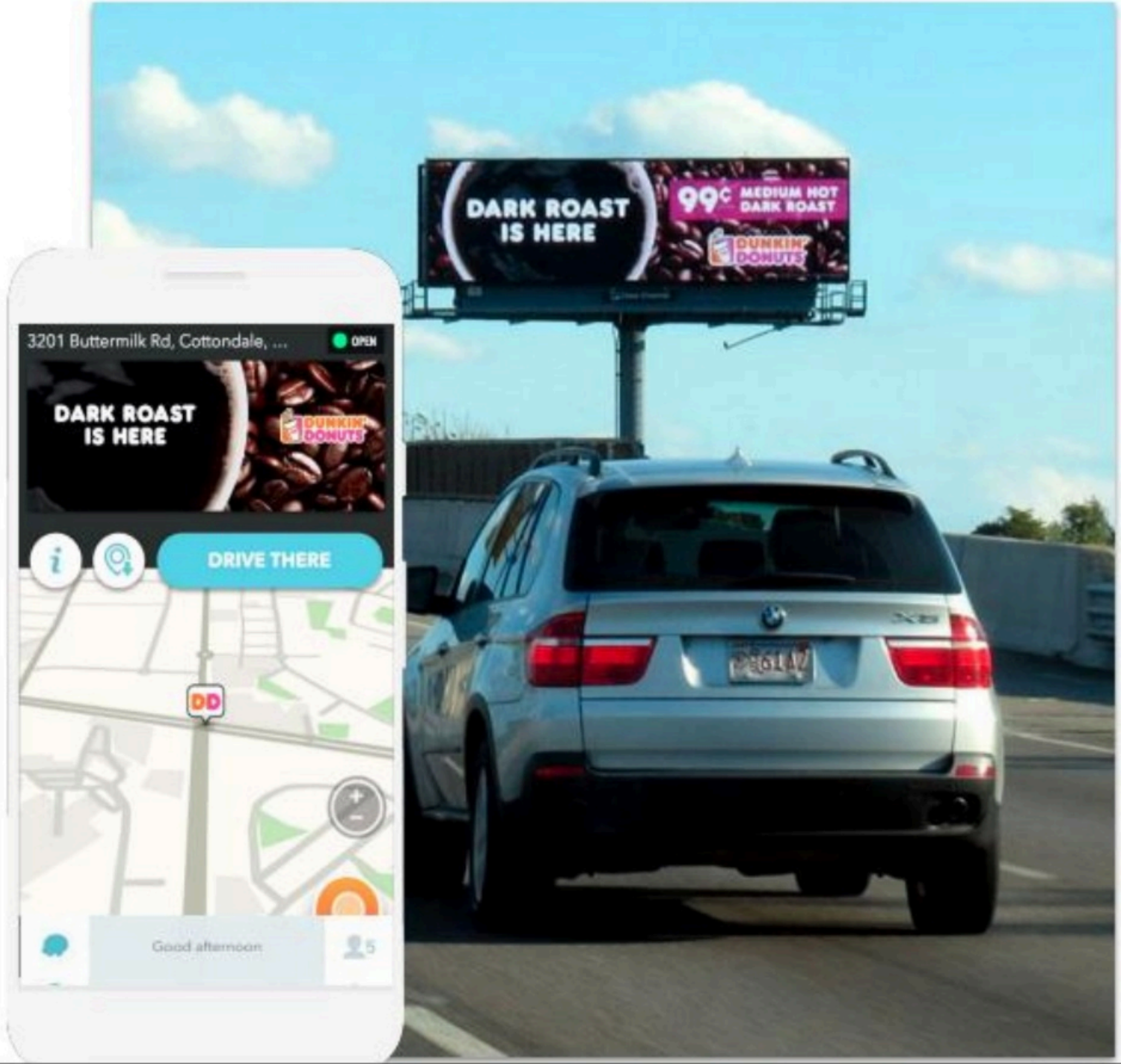


Waze is Digital OOH

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



PROPRIETARY + CONFIDENTIAL

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.

Driver Begins Navigation

Waze **"Zero-Speed Takeover" ad** triggered when route navigates near a billboard

Radius Targeting Billboard

Driver Reaches Destination

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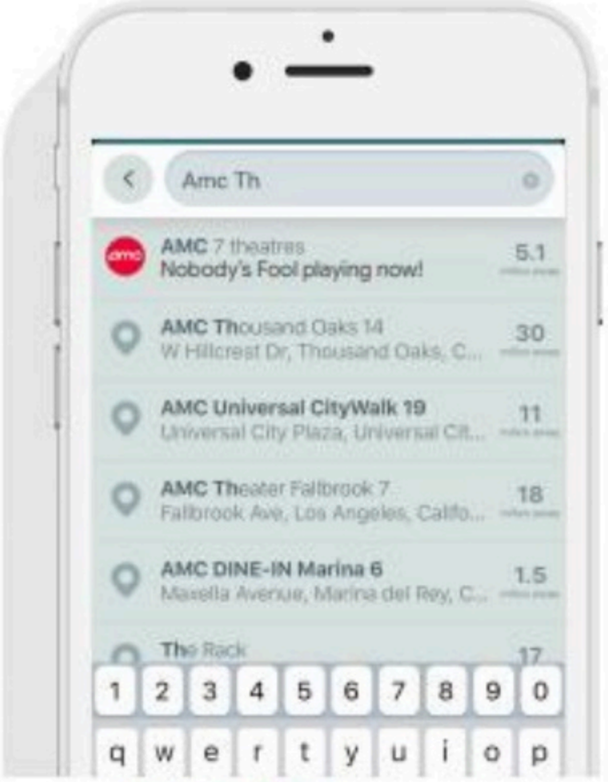
Core Ad Formats

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



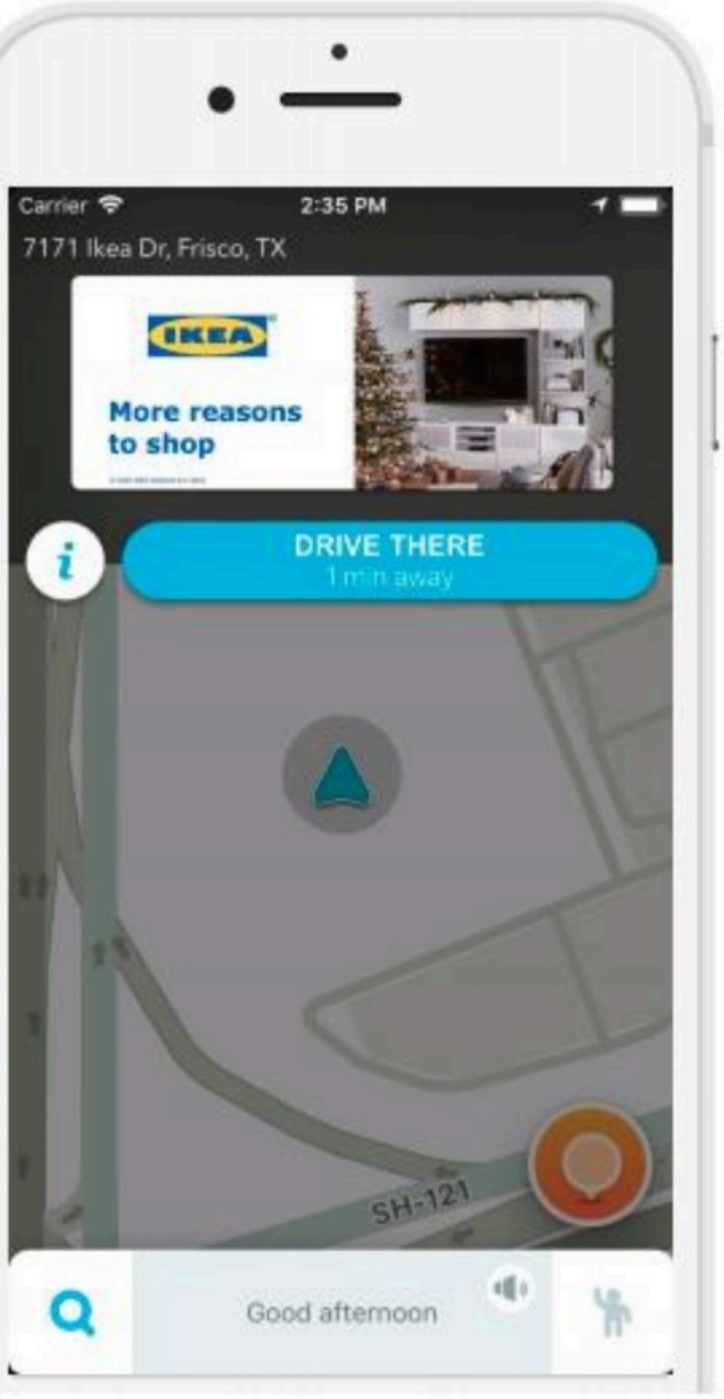
search

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
IKEA-USA.com


Carrier
2:35 PM
7171 Ikea Dr, Frisco, TX
IKEA
More reasons to shop
DRIVE THERE
1 min away
SH-121
Good afternoon

JUNE 17
IN 3D
Disney PIXAR
FINDING
DORY
SUNSET STRIP ONLY
WEST HOLLYWOOD
135 4th St., San Francisco, CA
OPEN
Disney PIXAR
FINDING
DORY
TOMORROW IN 3D
To get home, you know what you've gotta do?
#JustKeepSwimming
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