

BlueZoo Inks Global Agreement with JCDecaux

Providing Audience Measurement Sensors for OOH Advertising Campaigns

MENLO PARK, CALIFORNIA, USA, November 3, 2021 /EINPresswire.com/ -- [BlueZoo, Inc.](#) announced the signature of a global agreement with JCDecaux, the number one outdoor advertising company worldwide, for deployments of the BlueFox solution to measure campaign audiences across cities, airports, and shopping malls.

BlueZoo technology provides a privacy-friendly solution to measure traffic as well as unique traffic. Unlike alternatives that allow to measure only opportunity-to-see, BlueZoo also allows to [measure unique visitor counts and recurrence](#), a critical factor in advertising reach and frequency. The solution, between others, is also used by JCDecaux to measure the [impact of advertising to drive traffic to stores](#) or other targeted destinations.

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Frederic Renard

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About BlueZoo

BlueZoo Inc. delivers foot traffic analytics services to customers in the out-of-home advertising, retail, and

insurance industries. BlueZoo has deployed thousands of sensors to hundreds of customers on throughout the world. BlueZoo products are protected by 6 patents BlueZoo is based in Menlo Park, California, and is funded by Fusion Fund.

The BlueZoo logo consists of the word "BLUE" in a blue sans-serif font, followed by "ZOO" where the "Z" is in a blue square and the "O"s are in blue circles.

BlueZoo logo

The JCDecaux logo features the company name in a bold, black, sans-serif font, enclosed within a thin black rectangular border.

JCDecaux logo

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JCDecaux Headquarters

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