



MOTIONREACH DATA SERVICES

Product Vision & Build Plan for the Data Services Vertical

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Prepared for the MotionReach leadership team

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01 · FROM IMPRESSIONS TO A CONVERSION CURRENCY

Executive Summary

MotionReach operates 500 in-taxi screens today and will scale to 10,000 over the next 24 months. Those screens are currently sold as an advertising channel with a single metric: the number of times an ad played. Proof-of-play is a delivery receipt, not a business outcome, and it caps what a client will pay per screen-hour.

Data Services turns the same hardware into a continuous data-collection network. Every play already happens somewhere, at some time, in front of someone, on a journey between two points. Capturing that context — with passenger consent and a fair value exchange — converts an unmeasured impression into a measured moment, and a measured moment into an attributable outcome.

The vertical has two halves. The capture module builds the pipeline: consented passenger profiles, GPS-at-play, journey context, touch and QR engagement, and client-supplied conversion feeds. The commercialisation module turns that pipeline into four distinct revenue lines: measurement attached to media, syndicated benchmarks, bespoke insight studies, and audience licensing for programmatic buying.

The strategic prize

Nielsen owns share. WPP owns BAV. Nobody owns the offline-to-online conversion currency for mobility media in Southeast Asia. MotionReach can define it — the Gateway to Conversion Index — and become the number every brand, agency and competitor has to quote.

This is directly aligned with the investor narrative: offline-to-online attribution and programmatic are both flagged as 'this round' capabilities, and 35% of the US\$3M is allocated to MotionVision engineering. Data Services is the concrete product plan behind that line item.

Horizon	Capability milestone	Commercial milestone
H1 · 0–6 months	Consent + profile module live, GPS-at-play logging, unique per-play QR	First 3 paid attribution pilots, measurement fee attached to media
H2 · 6–18 months	Weighted panel at critical mass, benchmark engine, self-serve dashboard	Syndicated subscriptions live, insight studies as a standalone P&L
H3 · 18–24+ months	Validated Index, programmatic audience segments, SEA data model	Data licensing, currency adoption by agencies, regional expansion

02 · ONE METRIC, AND EVERYTHING IT HIDES

Where We Are Today

The network today reports plays. A campaign that delivered 4.54M verified impressions is a strong delivery story, but it answers none of the three questions clients ask after the invoice: who saw it, did they act, and was it worth it.

Question the client asks	What we can answer today	What we need
Did my ad run?	Yes — proof-of-play by screen and slot	Already solved
Where and when did it run?	Partially — geo-targeted delivery, coarse reporting	GPS fix at every play, journey origin/destination
Who was in the car?	No — impressions are anonymous headcount estimates	Consented passenger profile and micro-surveys
Did they engage?	Partially — QR scans exist but are not tied to a specific play	Unique per-play QR, touch events, dwell
Did they convert?	No	Client conversion feed: web pixel, app event, POS or loyalty match-back
Was it incremental?	No	Holdout and geo-lift design built into every campaign

Three structural assets make this solvable now rather than later. We own the hardware, so we control the sensor and the screen. We own marketing execution, so we sit close enough to the client to negotiate conversion data. And we are small enough at 500 screens to instrument the network properly before the 10,000-screen rollout locks in a worse design.

Why the window is now

Every screen deployed without a consent and telemetry spec is a screen that has to be retrofitted. The capture spec must be finalised before the fleet expansion budget is spent.

03 · THE GATEWAY TO CONVERSION

Vision & Positioning

MotionReach Data Services exists to make in-car mobility media the most measurable offline channel in Southeast Asia, and to make MotionReach the owner of the metric that proves it.

Positioning statement

For brands and agencies who spend offline and cannot prove it worked, MotionReach Data Services is the measurement layer of the mobility network — the only source that connects a specific ad play, in a specific vehicle, on a specific journey, to a named audience profile and a verified downstream action.

Three positioning pillars

- **Consent-first.** Passengers choose what they share and are paid for it in value, not tricked out of it. This is the moat: consented first-party data cannot be scraped or resold by a competitor.
- **Journey-native.** Our data is not a panel survey about mobility, it is mobility. Origin, destination, route, time and dwell are captured as a by-product of the medium itself.
- **Outcome-bound.** Every metric we publish must be traceable to a client business outcome, or it does not go in the product.

The currency: MotionReach Conversion Index (MRCI)

A single normalised 0–100 score per campaign, comparable across category, creative and geography, built from four weighted components. It is the artefact that turns Data Services from a reporting feature into an industry standard.

Component	What it measures	Indicative weight
Exposure quality	Verified plays weighted by dwell, audience fit and daypart	20%
Attention	Touch interaction and completed views vs network baseline	20%
Activation	Unique QR scans and deep-link opens per 1,000 exposures	25%
Outcome	Verified conversions and incremental lift vs holdout	35%

Currency credibility rule

A currency is only worth what its weakest published number is. No MRCI score is released for a cut that fails the sample thresholds in Section 08, and the methodology is published openly from day one.

04 · THE PIPELINE THAT MAKES EVERYTHING ELSE POSSIBLE

Module A — Data Capture

The capture module is a five-layer data model. Each layer is independently valuable and independently shippable, and later layers depend on earlier ones being clean.

4.1 Data taxonomy

Layer	Data points	Source	Consent needed
Device / play	Screen ID, creative ID, timestamp, slot, loop position, playback confirmation, screen-on state	Player software	None (no personal data)
Mobility	GPS fix at play, heading and speed, trip origin zone, destination zone, route polyline, POI proximity, daypart, weather	Vehicle GPS + player	Fleet/driver agreement; aggregated for reporting
Passenger	Age band, gender, income band, occupation type, household, interests, trip purpose, brand affinity, survey answers, loyalty ID	Touchscreen opt-in	Explicit, tiered, revocable
Engagement	Touch events, screen dwell, creative completion, QR scan, deep-link open, landing dwell	Player + redirect service	Notice; pseudonymous by default
Outcome	Site visit, add-to-cart, purchase, store visit, POS transaction, loyalty redemption, lead form	Client feed / partner	Client-side consent + data agreement

4.2 Passenger profile & the consent product

The passenger profile is a product in its own right, not a form. It runs on the touchscreen during the natural dead time of a journey and is designed around a simple bargain: more disclosure, more reward, always reversible.

Tier	Passenger gives	Passenger gets	Target take-up
T0 · Anonymous	Nothing. Ambient journey and play data only, never linked to a person	Free content, ride info	100% of rides
T1 · Basic	Age band, gender, trip purpose — three taps	Instant coupon or entry to daily prize draw	25–35% of rides

Tier	Passenger gives	Passenger gets	Target take-up
T2 · Rich	Interests, category usage, 2–3 survey answers	Points balance, higher-value voucher	10–15% of rides
T3 · Linked	Loyalty number or verified phone/email, persistent ID	Personalised offers, redeemable rewards, recurring points	3–6% of rides

Consent UX principles

- Plain-language Thai and English, one screen, no dark patterns, no pre-ticked boxes.
- Granular toggles by purpose: network optimisation, brand insight, personalised offers, loyalty linking.
- One-tap withdrawal at any time in the ride, plus a QR to a self-serve privacy portal after the ride.
- Data minimisation by default: we store bands and zones, not exact ages and exact addresses.
- Every consent event is logged immutably with version of the notice shown — this is the audit trail.

4.3 Incentive economics

The reward is a real cost line and must be engineered, not improvised. The goal is to have brands, not MotionReach, fund most of it: a voucher from an advertiser is inventory to them and cash-equivalent to the passenger.

Reward type	Indicative unit cost	Best used for	Funded by
Prize draw entry	Near zero at scale	T1 profile completion	MotionReach
Brand voucher / coupon	Zero marginal cost to brand	T1–T2, category surveys	Advertiser
Points balance	Accrued liability, redeemed <60%	T2–T3 repeat engagement	Shared
Ride credit / discount	Highest cost	T3 loyalty linking, panel recruitment	MotionReach + fleet

Target unit economics: blended cost per completed T2 profile under THB 12, against an insight and measurement revenue per profiled ride that should exceed THB 40 by H2. Cost per profile is a board-level KPI from month one.

4.4 Survey and insight capture

- Maximum three questions per ride, single-tap answers, under 20 seconds — designed for a Bangkok traffic-light gap, not a research lab.
- A rotating question bank: a fixed core tracker (category usage, brand funnel, mood) plus client-sponsored modules.
- Quality controls: speeding detection, straight-lining detection, duplicate-device suppression, attention-check items, and per-screen response caps.

- Weighting to a Bangkok population frame using census and mobility benchmarks so results are projectable, not just descriptive.
- Field capacity model: at 500 screens and ~14 rides/screen/day, a 12% T2 rate yields roughly 25,000 profiled rides per month — enough for national topline cuts within one month and district cuts within a quarter.

4.5 QR and offline-to-online attribution

1. Every play renders a QR encoding a unique play token: screen ID, creative ID, timestamp, geo cell and session hash.
2. Scanning hits the MotionReach redirect service, which records the scan and forwards to the client destination with tagged parameters.
3. Online outcomes come back through a client pixel, server-side conversion API, or a shared campaign parameter — matched on the play token.
4. In-store outcomes come back through POS transaction files, loyalty redemption of a MotionReach-issued code, or geo-visit measurement against store polygons.
5. Every campaign reserves a holdout: matched screens or matched districts that never carry the creative, providing the counterfactual.

The token is the asset

Unique per-play tokens are what separate MotionReach from every DOOH network that prints one campaign QR. They convert a scan from a vanity metric into a traceable link between one exposure and one action.

4.6 Client-side data partnerships

We need from the client	They get in return	Mechanism
Conversion pixel or server-side event feed	True cost-per-acquisition for the channel	Tag or CAPI integration, 1-week setup
Store list with geofences	Store-level visit lift and catchment mapping	One-off CSV, refreshed quarterly
Aggregated POS sales by store by day	Sales lift vs holdout, ROI in baht	Weekly secure file drop, no PII
Loyalty programme code acceptance	New member acquisition from the taxi channel	Coupon code pool issued by MotionReach

Loyalty is a distinct wedge for banks, fuel, pharmacy, grocery and airline categories: a passenger enters their loyalty number on the screen, is served member-only offers for the rest of the journey, and the brand gets a clean, consented, in-journey activation channel with closed-loop redemption data.

4.7 PDPA and governance

- Lawful basis: explicit consent for profile and personalisation; legitimate interest only for aggregated network operations.
- Consent register with notice versioning, timestamp, and tier — retrievable per data subject.
- Retention: raw personal records 12 months, aggregated and de-identified analytics indefinitely; automated purge jobs, not manual cleanups.

- Aggregation floor: no cut published below the sample thresholds; small cells suppressed rather than rounded.
- Data subject rights portal: access, correction, deletion, withdrawal, served within statutory timelines.
- Contracts: DPA with every advertiser receiving data, data-sharing agreement with fleet operators, driver acknowledgement covering vehicle telemetry.
- A named Data Protection Officer and an annual third-party privacy audit once T3 linking goes live.

05 · THE MEASUREMENT FRAMEWORK

Correlation to Causation

Most offline measurement stops at correlation: spend went up, sales went up, therefore the ads worked. Clients have learned to discount that. The framework below moves MotionReach up the evidence ladder step by step, so that every claim we make is backed by the strongest method the available data supports.

5.1 The metric chain

Stage	Metric	Source layer	Evidence strength
1. Investment	Spend, cost per screen-hour	Booking system	Fact
2. Delivery	Verified plays, screen-hours delivered	Device layer	Fact
3. Exposure	Unique passengers, reach, frequency	Mobility + passenger	Modelled, validated
4. Attention	Touch rate, completed views, dwell	Engagement	Observed
5. Activation	QR scans, deep-link opens per 1,000	Engagement	Observed, deterministic
6. Response	Site visits, store visits, leads	Outcome	Matched
7. Outcome	Purchases, revenue, ROAS	Outcome	Matched
8. Incrementality	Lift vs holdout, incremental ROAS	Experiment design	Causal

5.2 Methods by data maturity

Method	Requires	Answers	Available from
Deterministic scan attribution	Unique per-play QR + client landing tag	Which exposures produced actions	H1
Screen-level on/off test	Ability to withhold creative from matched screens	Did exposure cause the action	H1
Matched-district geo holdout	District-level delivery control + client sales by area	Sales lift attributable to the channel	H1–H2
Pre/post with control cohort	Profiled panel, exposed vs unexposed	Brand and behaviour shift	H2
Incrementality modelling	Sustained volume across many campaigns	Incremental ROAS and saturation curves	H2–H3
Channel contribution	Long time series + client	Where mobility media	H3

Method	Requires	Answers	Available from
in MMM	marketing data	sits in the media mix	

5.3 Design rules that protect causality

- Holdouts are the default, not an upsell. Every campaign above a spend threshold reserves 10–15% of matched inventory as control.
- Randomise at the unit we can control — screen or district — and match on historical delivery, daypart mix and passenger profile.
- Pre-register the primary metric and the analysis window before the campaign runs. No post-hoc metric shopping.
- Always report a confidence interval alongside the point estimate; a lift without an interval is marketing, not measurement.
- Separate observed facts from modelled estimates visually and in writing, in every deliverable.

Validating the Index

MRCI is validated by back-testing: score campaigns using exposure, attention and activation only, then check that the score predicts the independently measured incremental lift. Publish that correlation annually. If the Index does not predict lift, the Index changes.

06 · FOUR REVENUE LINES FROM ONE PIPELINE

Module B — Commercialisation

Data Services should not be given away to protect media revenue. It is a higher-margin business than media, it defends the media business, and it should be priced and staffed as a separate P&L from day one.

Revenue line	Product	Pricing model	Gross margin
1 · Measurement attach	Campaign measurement pack: MRCI score, funnel, lift readout	5–10% of media spend, or fixed fee per campaign	70–80%
2 · Syndicated insight	Mobility Pulse: quarterly benchmark report, free topline, paid cuts	Annual subscription per category cut	85%+
3 · Bespoke studies	Pre/post campaign deep dives, custom survey modules, audience studies	Project fee, THB 250k–1.5M	55–65%
4 · Audience & licensing	Consented segments for targeting, programmatic audience layer, data licensing	CPM uplift on media + licence fee	80%+

6.1 Measurement attach

The entry product. Every media proposal includes a measurement pack; a minority of clients opt out. It converts a media transaction into an annual relationship because the client cannot compare this year's campaign to last year's without staying on the platform.

6.2 Syndicated insight — Mobility Pulse

- Free topline: a quarterly public report on Bangkok mobility, ad engagement norms and category trends. This is the marketing engine and the credibility builder.
- Paid cuts sold as subscriptions: by category (auto, beauty, banking, F&B, retail), by ad format, by audience profile, by district and daypart.
- Benchmark tables are the hook — a brand cannot know if a 2.1% scan rate is good without the category norm, and we own the norm.
- Publication cadence and an annual 'State of Mobility Media' flagship give the sales team a reason to be in front of every CMO once a year.

6.3 Bespoke insight studies

Pre-campaign: audience sizing, journey mapping, creative testing on-network. Post-campaign: full attribution readout, creative diagnostics, next-flight recommendations. This is the service that makes MotionReach a strategic partner rather than a vendor — and it is the single best predictor of campaign renewal.

6.4 Audience and licensing

Consented profiles enable programmatic delivery: the passenger's declared interests select the ad loop for their journey. Advertisers pay a CPM premium for targeted, verified, in-journey audiences. Longer term, aggregated mobility and category-demand data has licensing value to retail, property, financial and public-sector buyers who need to understand movement in Thai cities.

6.5 Commercial targets

Metric	H1	H2	H3
Measurement attach rate on media revenue	20%	55%	80%
Data Services revenue as % of group	2%	8%	15%
Syndicated subscribers	0	12	40
Bespoke studies per quarter	1	5	12
Data Services gross margin	60%	70%	75%

07 · THREE HORIZONS, MAPPED TO 500 → 10,000 SCREENS

Product Development Plan

H1 · Months 0–6 — Instrument the network

- Ship the consent and profile module on the touchscreen (T0–T2), in Thai and English.
- Log a GPS fix, heading and speed with every play; define trip origin/destination zones.
- Deploy unique per-play QR tokens and the redirect and scan-capture service.
- Stand up the data warehouse, the event schema, and the internal network dashboard v1.
- Run three paid attribution pilots with existing clients who can supply conversion data.
- Publish the PDPA framework, consent register and privacy portal.

Exit criteria: 95% of plays carry a valid geo fix; T1 opt-in above 20%; three pilots delivered with a signed-off lift number; zero privacy incidents.

H2 · Months 6–18 — Reach critical mass and productise

- Add T3 loyalty linking and the rewards ledger.
- Build the weighting engine and the Bangkok population frame; validate projectability.
- Launch the client-facing self-serve dashboard with MRCI scoring.
- Launch Mobility Pulse syndicated reports and the subscription product.
- Ship programmatic audience segments into the ad server.
- Automate holdout design and lift reporting so measurement scales without analyst hours.

Exit criteria: 100k+ profiled rides per month; publishable district-level cuts; 12 syndicated subscribers; measurement attached to over half of media revenue.

H3 · Months 18–24+ — Own the currency

- Independent methodological validation and published back-testing of MRCI.
- Agency adoption programme: get MRCI written into media plans and post-campaign templates.
- Data licensing product and API for approved partners.
- Replicate the capture spec into new SEA markets as the fleet expands.

Dependencies and sequencing risks

Dependency	Blocks	Owner	Mitigation
Touchscreen firmware capability	All passenger capture	Engineering + hardware vendor	Lock spec before fleet expansion order
Fleet/driver agreements for GPS	Mobility layer	Operations	Bundle into new co-op contracts now
Client conversion feeds	Outcome layer, all attribution	Commercial	Pilot with 3 friendly accounts, standardise the tag
Data engineering hire	Warehouse, dashboards	CTO	First hire from the round; contract cover meanwhile
Panel weighting	Projectable syndicated	Data science	Consultant

Dependency	Blocks	Owner	Mitigation
expertise	data		methodologist in H1, hire in H2

08 · WHAT WE ARE ALLOWED TO PUBLISH**Critical Mass & Data Quality**

The fastest way to destroy a data business is to publish a confident number from thirty responses. These thresholds are a hard product rule enforced in the dashboard, not a guideline.

Cut	Minimum profiled responses	Minimum screens	Publication status
National topline	1,000 / period	150	Publishable
Category or ad-format cut	500	100	Publishable
District cut	300	25 in district	Publishable
Daypart × district	150	25	Indicative only
Profile segment (e.g. 25–34 female)	200	—	Publishable
Any cut below threshold	—	—	Suppressed

Quality controls

- Response validity scoring on every survey completion; invalid responses excluded before weighting.
- Device and session de-duplication to stop one passenger inflating a cut.
- Screen health monitoring: plays from screens with GPS or uptime faults are excluded from measurement, not just flagged.
- Quarterly calibration against an external population survey to detect drift.
- Every published figure carries a sample size and confidence interval in the UI and the export.

09 · WHO BUILDS AND RUNS IT

Org, Roles & Operating Model

Role	Hire by	Owns
Head of Data Services	Month 1	P&L, roadmap, methodology sign-off
Data Engineer (x2 by H2)	Month 1	Pipeline, warehouse, event schema, QR service
Product Manager — Capture	Month 2	Consent UX, survey engine, rewards
Data Scientist / Methodologist	Month 4	Weighting, lift design, MRCI validation
Insight Consultant	Month 6	Bespoke studies, syndicated reports, client storytelling
Commercial Lead — Data	Month 6	Attach rate, subscriptions, licensing deals
DPO (part-time to start)	Month 2	PDPA compliance, consent register, audits

Operating model

- Data Services is a separate P&L reporting to the CEO, not a cost centre inside media.
- Media sells the measurement attach; Data Services delivers it and books the revenue.
- A monthly Data Council — CEO, CTO, Head of Data, COO — signs off on methodology changes and any new published metric.
- Every campaign has a named analyst; no automated report leaves the building unreviewed in H1.

10 · WHAT COULD STOP THIS

Risks & Mitigations

Risk	Impact	Mitigation
Passenger opt-in below target	Thin panel, unpublishable cuts	A/B test incentive value and question count weekly; brand-funded rewards; shorten to three taps
Incentive cost exceeds data revenue	Negative unit economics	Cost-per-profile as a governed KPI; shift reward funding to advertisers; cap daily reward spend per screen
Drivers disable or obstruct screens	Data gaps and delivery loss	Driver revenue share tied to uptime; remote health monitoring; tamper alerts
Clients refuse to share conversion data	No outcome layer, no causation	Start with QR-only deterministic proof; offer free pilots; use geo-lift where no feed exists
PDPA enforcement tightens	Capture model constrained	Consent-first design already exceeds baseline; annual audit; legal review before each new data point
Methodology challenged by an agency	Currency credibility lost	Publish methodology openly; independent validation; never publish below threshold
Competitor copies the model	Margin compression	Consented first-party panel and client conversion integrations are slow to replicate; move to 10,000 screens fast

11 · HOW WE KNOW IT IS WORKING

KPIs & Success Metrics

KPI	Baseline today	H1 target	H2 target	H3 target
Plays with valid GPS fix	0%	95%	99%	99%
T1+ opt-in rate	0%	22%	32%	38%
Profiled rides per month	0	25,000	100,000	400,000
Cost per completed T2 profile	n/a	THB 15	THB 12	THB 8
Campaigns with a holdout design	0%	30%	70%	90%
Campaigns with verified conversions	0	3	40	150
Measurement attach rate	0%	20%	55%	80%
Data Services revenue (annualised)	US\$0	US\$0.15M	US\$1.1M	US\$2.5M
Data Services gross margin	n/a	60%	70%	75%
Privacy incidents	0	0	0	0

The one number that matters

If, in 24 months, a Bangkok media planner cannot build an offline plan without quoting a MotionReach number, the vertical has succeeded — regardless of what the data line alone earned.