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## Vector Media and Reveal Partner to Create Impression-Based Currency for Mobility Marketing

### *A Game-Changing Collaboration That Allows Cross-Channel Accountability*

NEW YORK CITY, NY / [ACCESS Newswire](#) / **March 24, 2026** / Vector Media, the leader in mobility marketing, and Reveal, the industry standard in mobility and transit measurement, today announced a landmark partnership to provide the media buying and planning community with impression-based selling, precise measurement accuracy, and an omnichannel currency. This collaboration empowers marketers to plan, transact, and evaluate real-world media alongside digital investments with unprecedented accountability.

As brands increasingly demand cross-channel interoperability, the mobility marketing category has historically sought a more robust measurement infrastructure. This partnership addresses that gap by enabling Vector to transact on guaranteed impressions delivered. For the buying community, this brings mobility marketing in line with the stringent accountability of digital media.

Reveal will combine its mobile location intelligence with high-precision, privacy-compliant data signals to calculate audience impressions across Vector's diverse portfolio of moving and fixed media assets. This integration ensures more precise audience measurement, reach and frequency modeling, impression forecasting, and highly transparent reporting across the full campaign lifecycle. Ultimately, it provides marketers with a common measurement framework to evaluate mobility marketing alongside other channels, making real-world media a seamlessly integrated and comparable part of the overall media mix.

"We are committed to delivering campaigns that are not only creative and immersive - but measurable and performance-driven," said Bennett Fogel, President of Sales & Marketing, Vector Media. "Partnering with Reveal means our clients can now plan, buy, and evaluate mobility marketing with the same rigor and confidence they bring to every other channel in their mix."

"Vector and Reveal are taking a major step in bringing real accountability and a common currency to mobility marketing," said Brian Rappaport, CEO at Quan Media Group. "We're excited to continue to prove out to our clients that we can evaluate and optimize real-world media alongside every other channel. That's what drives smarter investment decisions, and encourages more brands to shift more of their marketing dollars towards Outdoor."

By combining Vector's unmatched portfolio of high-impact media-including a nationwide double-decker bus fleet, custom coaches, major market transit systems, and exclusive street-level surfaces-with Reveal's measurement platform, the two companies are building the foundation for how mobility marketing will be evaluated going forward. The shared goal is not merely better reporting, but a fundamentally more accountable way to plan and transact on real-world media.

"Vector is the innovator driving mobility marketing forward, and we're proud to be the measurement infrastructure behind that vision," said Jon Frangakis, Chief Commercial Officer at Reveal. "This partnership brings the added transparency and accountability the category deserves."

### **About Vector Media**

Vector Media is the leader in Mobility Marketing - putting brands in motion and in front of audiences where they live, work, commute, shop, and play. From fully wrapping the only nationwide double-decker bus fleet and custom coaches to exclusive high impact street level advertising, and one-of-a-kind immersive experiences, Vector creates unforgettable real-world brand moments.

As architects of attention, Vector brings together bold creative with strategic placement and full-service production. Partnership defines every relationship with accountability, collaboration and relentless innovation to keep brands moving forward. The shared goal is motion-building scale, frequency, and lasting impact with every touchpoint.

### **About Reveal**

Since 2014, Reveal has been a trusted leader in out-of-home performance and audience measurement. Dedicated to providing advertisers with actionable campaign insights, Reveal continues to set the benchmark for data accuracy and reliability in the out-of-home advertising space.

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