

REAL-TIME CONSUMER ENGAGEMENT: Connecting Brands with the DOOH of Things

What if you could know which demographic groups are responding to your ads, even when they're being seen in crowded, high-traffic locations? And what if you could change the ad in real time to better tailor your message to a desired market audience, in addition to measuring the ad's effectiveness?

Building personalized consumer experiences is a difficult task that becomes easier with accurate data collection and analysis, while while algorithms, enabling ad matching, maximize advertising.

Samsung SDS Digital Place Marketing (DPM) is a DOOH solution that combines audience measurement capabilities (video and location analytics) with real-time contextual inputs to identify target consumers and optimize ad effectiveness for real-time ad content delivery. Through machine learning and prescriptive analytics, we help publishers to connect brands with targeted consumer groups.



DATA AS IT HAPPENS

- Mobile sensors and live video feeds deliver customer data automatically
- Consumer targeting based on their immediate interest



IMMEDIATE ANALYTICS

- Use DOOH Index to evaluate ad effectiveness
- Generate reports based on demographic groups and consumer behaviors



AD MATCHING ON THE FLY

- Video-based machine learning analyzes consumer reaction to ads and quantitatively measures their effectiveness
- Video-based smart-machine learning identifies interested consumers
- Promotions and ads can be tailored based on new data and algorithm-backed recommendations

To learn more about Samsung SDS Digital Place Marketing, visit www.samsungsdsa.com or email us at bd.sdsa@samsung.com.