

Samsung SDS Digital Place Marketing

The Future of Interactive Marketing

By 2018, Digital Out-of-Home advertising will capture 53% of total Out-of-Home ad spend in the U.S., or \$4.08 billion.

—eMarketer

Imagine being able to interactively deliver the right message to the right audience at the right time. With the Samsung SDS Digital Place Marketing solution, publishers, mall operators, transportation hubs, and multi-tenant office buildings can use the latest in audience targeting technology to engage audiences in new and exciting ways. Our digital marketing platform makes it easy to design, deliver, and continually optimize custom ads, messages, and promotions.

MAJOR FEATURES

- Device management
- Content management
- Advertising management
- Way-finding
- Segment-based ad matching
- Addressable Advertising
- Proof-of-play
- Cloud & On-prem hosting options



KEY BENEFITS

- Deliver targeted ads and promotions based on advanced data analytics and ad matching algorithm
- Display highly relevant messages based on specific location, time of day, weather, special event, and other data points you define
- Engage customers through the use of interactive touch screens and mobile integration using NFC, BLE, and QR Codes
- Drive traffic to specific retailers with advertiser content integrated on digital displays
- Analyze customer engagement and quantitatively measure ads effectiveness using video cameras and wireless device sensors
- Gain real-time insight on kiosk location and ad effectiveness based on people flow, viewership, and interactivity metrics.



ABOUT SAMSUNG SDS AMERICA, INC.

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a global IT solutions company. SDSA provides purpose-built technology solutions in the areas of enterprise mobility, security, advanced analytics, mobile sales productivity, and training. We enable our customers in the public sector, finance, retail, and other industries to achieve greater freedom, operational efficiency, and smarter decision making as the driving force for their competitive advantage. SDSA is headquartered in Ridgefield Park, NJ, with offices in Herndon, VA, and San Jose, CA.

CONTACT US

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