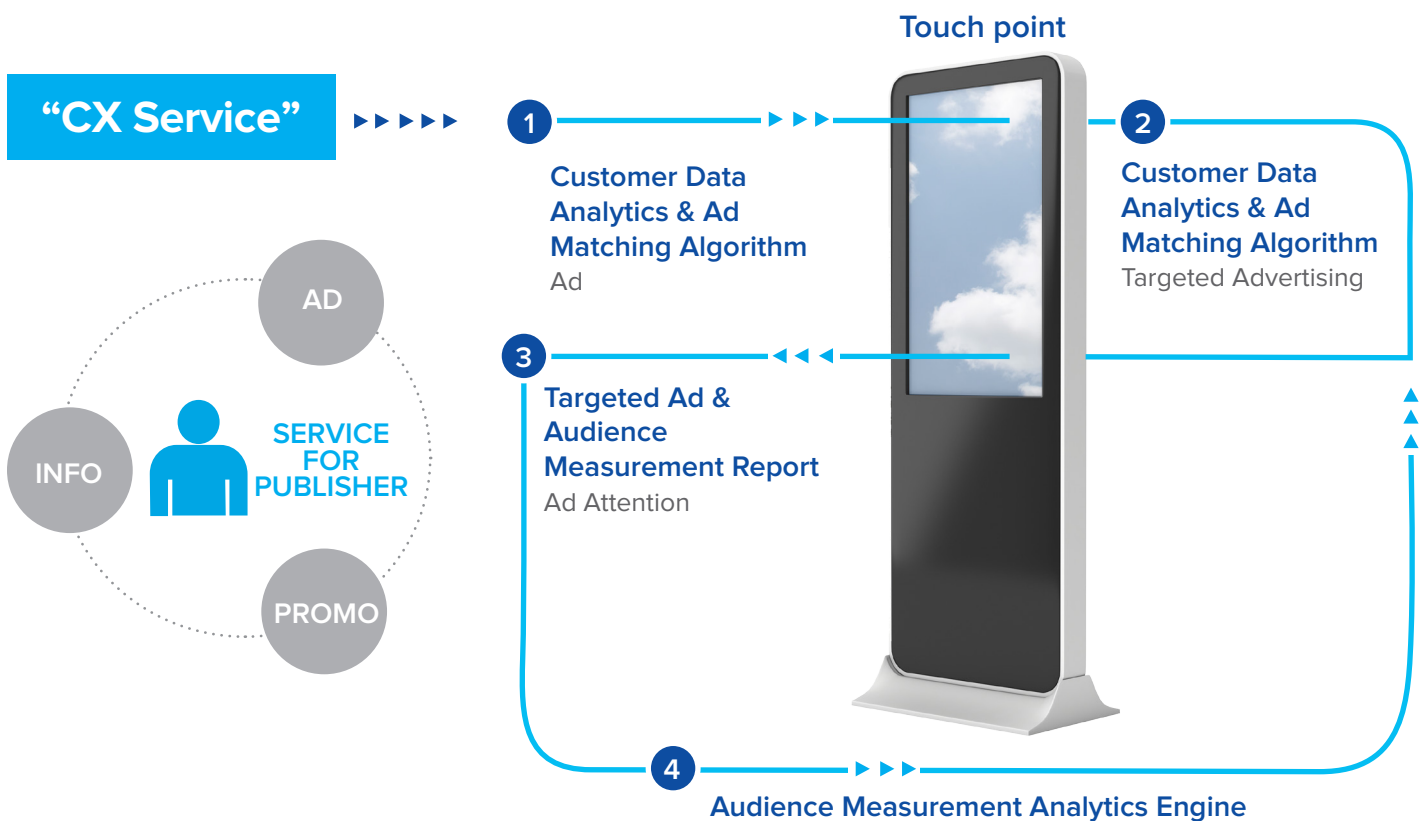


## Samsung SDS Nexshop Digital Place Marketing: Understanding Your Customer Made Easy

Samsung SDS Nexshop Digital (DPM) is a DOOH solution that provides multiple differentiators for accurate ad targeting and enhanced advertising revenues, as well as for increased consumer experience and engagement. Our solution quantitatively measures advertising effectiveness using real-time consumer data while efficiently delivering ad messages through a positive customer experience service.



# DIFFERENTIATORS

## Data Collection

Learn more about consumer profiles by measuring traffic flow through video analytics and Wi-fi Scanning

Video data analysis

Wireless device detection

Customer interaction information

Context collected by exterior API

## DM Dashboard

Analyze data to better understand customers and advertising effectiveness with detailed reports and indexes

DOOH index

+

Customer reaction data

+

Heat Map

## Ad Matching

Align your ads with customer profiles to get the best possible results from your media investment

Ad recommendation

+

Ad schedule

+

Machine learning

## 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 Samsung SDS Nexshop DPM visit [www.samsungdsa.com](http://www.samsungdsa.com) or email us at [bd.sdsa@samsung.com](mailto:bd.sdsa@samsung.com).