AdLogic

How much are your Digital Signage impressions worth?

AdLogic™ lets you easily combine advertising and engaging content to monetize your digital signage network – increasing revenue without increasing costs.

CreativeRealities

1.0 Why Monetization Matters

As commerce continues to evolve, companies with physical locations must find new ways to serve customers and monetize their investments in physical locations. While digital signage solutions can help enterprise venues provide guests with a more engaging, rewarding experience, the cost to deploy these networks can be significant.

The digital-out-of-home (DOOH) advertising market continues to grow at an unprecedented pace. As more brands look for ways to connect with prospective buyers in physical loations, consumers are becoming an incredibly valuable audience. For decades, brands and manufacturers have lent their support to retailers who carry their products through co-op funds. Now, savvy businesses are realizing they can improve their financial performance by taking a page from e-commerce and monetizing their audience using digital signage experience.

Here are a few key considerations for enterprises considering a monetization initiative:

Content: A valuable audience is an engaged audience. For this reason, we need to avoid the trap of relying exclusively on advertising content for their in-store networks. Note that, aside from perhaps the Super Bowl, people don't turn on their TV in order to watch advertising. Rather advertising exists to help pay for the programing they want. Blending these two types of content effectively and efficiently requires a proper software platform and expertise in how best to deploy it..

Ad Sales: While many enterprises like retail have co-op programs with their suppliers, these programs are generally managed by a different organizations other than the team responsible for advertising. While existing relationships with endemic brands can help open doors, securing advertising commitments will likely require a concerted sales effort. One approach to help with this effort is to partner with a media sales representative familiar with your audience and the brands who would be interested in reaching them.

Programmatic Advertising: While proactive ad sales represent the vast majority of the DOOH advertising spend today, that may well change in the future. Programmatic advertising has the potential to radically alter the place-based market much as it did with internet advertising. With programmatic ad purchases, companies need only make the advertising slots or inventory available, and technology connects brands to the inventory. While programmatic advertising is still nascent in the digital-out-of-home space, it is an enormous revenue opportunity. To leverage this, organizations should be certain they select technology that can support programmatic ad sales as these opportunities grow.

Ad scheduling and reporting: Sometimes overlooked as companies become enthused about the potential revenue side of monetizing their network, ad scheduling # and reporting can be time consuming, and therefore, costly. Companies considering a monetization initiative can dramatically reduce the overhead of their program by leveraging an ad scheduling and reporting solution a purpose built platform that can schedule complex campaigns and supply the essential reporting in the same tool.

2.0 AdLogic™ Overview

While these considerations represent both challenges and opportunities, the potential upside for organizations who implement monetization programs is tremendous. That's why we created AdLogic, the first digital advertising solution designed specifically for the unique needs of the on-premise and out-of-home market served by digital signage networks.

Prior to the launch of AdLogic, scheduling and delivering advertising was time-consuming and error-prone, requiring tremendous manual effort and resulting in inaccurate delivery against ad campaign objectives. AdLogic changed this by providing a user-friendly platform for intelligently scheduling advertising for any digital signage content network.

DELIVERING OVER

30
MILLION
ADS PER DAY

AdLogic goes beyond traditional content management system [CMS] capabilities, to transform your digital signage network into a powerful media channel. Backed by two [2] patents, the AdLogic software allows advertising content to be scheduled by campaign, aligning the scheduling and reporting to the way advertisers buy OOH media. The advanced capabilities ensure campaign objectives are always met through a rules-based system that assigns and allocates a sanctioned substitute end point so impressions are always met or exceeded.

Today, AdLogic helps media network owners like PatientPoint [point of care provider] and Cedar Fair [amusement & theme parks] deliver over 30+ million ads per day. Combined with our ReflectView [tm] digital signage platform CMS, we can provide everything you need to design, deploy, manage, audit and report – all to increase guest engagement, drive profit and monetize your digital assets.

3.0 Key Capabilities

The power of the AdLogic platform lies in automation and accuracy. AdLogic provides mission critical capabilities such as:

Network Management allows you to target and deliver your campaign with maximum precision across endpoints, by type, segment, audience, location, zone or geography.

Scheduling eliminates the need to insert ads manually into content playlists. AdLogic automatically ensures ads are played based on campaign targets, playback totals, frequency or audience impressions. July important the media campaign criteria [eg, 'when' and 'where'] and AdLogic handles the distribution automatically, and accurately.

Smart Delivery means AdLogic knows the details including the location data, screen type, and hours of operation across the venue. This enables the platform to "look ahead" and forecast how many ads will need to be played by location and for each digital signage system that's operational. The algorithmic engine powering AdLogic balances playback throughout the campaign to meet exact objectives. No more worrying about over or delivery of ad playback.then balances ad playback to meet exact campaign objectives. No more worrying about over or under delivery of ad playback.

Status & Tracking occur in real time and provide a quick view into any areas of attention needed to ensure full performance of the campaign.

Customizable Reports allow for detailed affidavits and historical tracking. AdLogic provides APIs for exporting data to other analytics or business intelligence tools, allowing you to garner trust and fidelity from the advertising community through data access, on your terms.

Programmatic Integrations with key industry leaders like The Place Exchange are standard, and allow AdLogic to perform as a powerful conduit to supply-side [SSP] and demand-side [DS] platforms, and engine for programmatic activity.
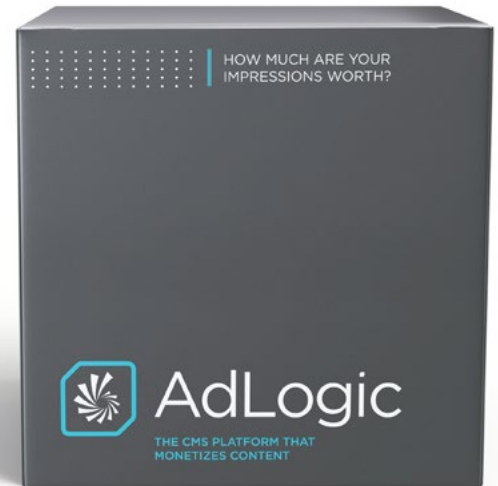
4.0 Endless Possibilities

Digital signage networks have the power to enhance customer engagement and provide an exciting new revenue stream for your organization. While AdLogic can help you capture this revenue in the most efficient and cost-effective manner possible; you may find you need additional help to realize the full potential for your network. That's why Creative Realities also provides ReflectView, the industry's most scalable, reliable, feature-rich digital signage platform. We can also help with a range of professional services including:

- Content strategy

- Content design and development

- Hardware design engineering, procurement, and installation

- Application development and advanced integration support

- Network valuation models, monetization, and media sales

- Day 2 support and managed services

Our technology is powered by people with the expertise to provide anything and everything you need to leverage your digital signage platform to achieve successful business outcomes.

Want to know more about our content services, deployment support services, media sales programs, or ReflectView™ Digital Signage Platform? Visit us at www.cri.com.

Connect with us today, and let's create something extraordinary.