

OVERVIEW

Online platform for real-time distribution of gender and age targeted Ads in digital out-of-home (OOH) advertising



ENHANCE THE EFFECTIVENESS
of OOH advertising



MEASURE AND ADAPT
in real-time



FULLY INTEGRATED
face-detection based solution

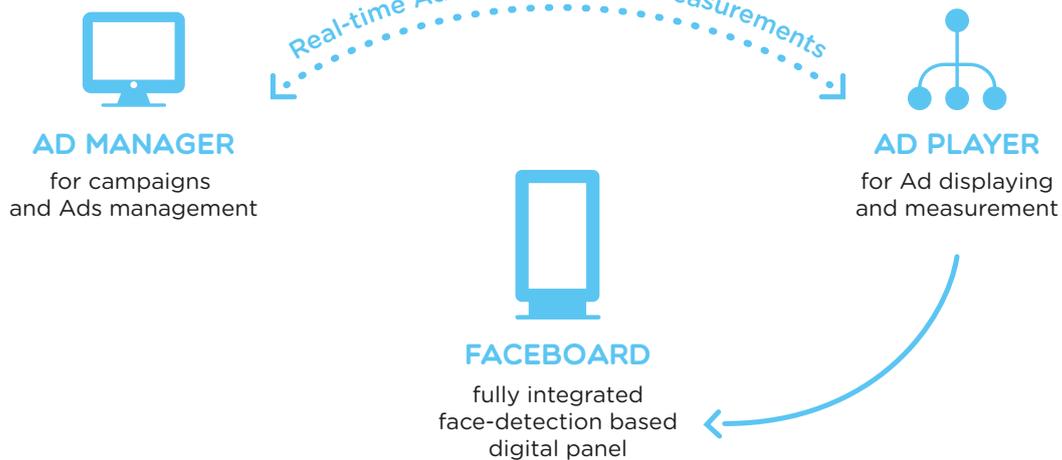


DISPLAY REAL-TIME ADS
based on gender and age



REACH THE RIGHT PEOPLE
at the right time; globally or locally

PRODUCTS



SOLUTION

AD MANAGER

an online solution for Ad management

AD SETUP

Built-in tools for campaign setup

STATISTICS

Real-time metrics for campaign optimization enabling users to see unique views, audience measurements, budget distribution and more

MANAGEMENT

Setup of users, Ad campaigns, and Faceboard locations
Billing. Select pre-paid period or the pay-per-view model

BILLING

Select pre-paid period or the pay-per-view model

FACEBOARD & AD PLAYER

first fully integrated face-detection based OOH device

TAILOR MADE

Single screen, double screen, or tailor made versions

REAL-TIME

Targeted Ad delivery and triggering

ADD-ONS

Optional modules include 3D manipulation, sound effects, augmented reality, weather based displaying, etc.

DIGITAL OUT-OF-HOME ADVERTISING ISSUES

PRICE

There is a significant barrier for smaller customers in utilizing OOH advertising. FaceMedia's pay-per-view model eliminates this challenge.

DISTRIBUTION

FaceMedia provides an effective distribution system based on real time triggering and Ad display.

EFFECTIVENESS AND TRANSPARENCY

pay only for real Ads displayed to the right audience.

REAL-TIME STATISTICS

get real-time access to detailed statistics about campaign performance for better campaign ROI.

CAMPAIGN "TUNING"

using the real-time statistics, advertisers are able to adapt the campaign parameters instantly.

OUR CUSTOMERS



SHOPPING MALLS

Self-promotion

Promote and display relevant information to your visitors as they walk in the general areas between shops.

Tenants structure

Optimize shopping mall tenants structure based on comprehensive statistics.

Events

Measure in-depth event effectiveness (seasonal campaigns, music and sports, etc.).



MEDIA AGENCIES

Creativity

A complete platform for out-of-the-box creative solutions.

Statistics

Real-time metrics and ROI measurement.

Flexibility

Tweak your Ads and campaigns based on preferences.



BANKS AND TELECOMMUNICATIONS

Reach

Connect relevant customers with suitable products on the spot.

Visibility

Attract new customers and spread information about the portfolio of services and products.

Insights

Get relevant performance data for your campaigns around the clock.



SMALL AND MEDIUM SIZED ORGANIZATIONS

Cost savings

Pay-per-view—only pay for complete Ad views.

Optimization

Real-time campaign optimization based on performance data.

Reach

Advertise to the right people at the right time, select network or single location.