AdLogic™

How much are your in-store impressions worth?

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

Reflect

1.0 MONETIZATION CONSIDERATIONS

As retail 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 brick and mortar retailers provide shoppers with a more engaging, rewarding experience, the cost to deploy these networks can be significant.

Meanwhile, the digital-out-of-home (DOOH) advertising market continues to grow at an amazing pace. As more brands look for ways to connect with prospective buyers, shoppers at retail locations 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 retailers are realizing they can improve their financial performance by taking a page from the internet and monetizing their audience.

Want to earn revenue, even when customers don't buy? Here are a few key considerations for retailers considering a monetization initiative:

Content: A valuable audience is an engaged audience. For this reason, retailers 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 proper technology and expertise.

Ad Sales: While many retailers have co-op programs with their suppliers, these programs are generally managed by a different organization 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 DOOH market much as it did with internet advertising. With programmatic ad purchases, retailers 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 will eventually represent an enormous opportunity. To leverage this, retailers should be certain they select technology that can support programmatic ad sales as the opportunities grow.
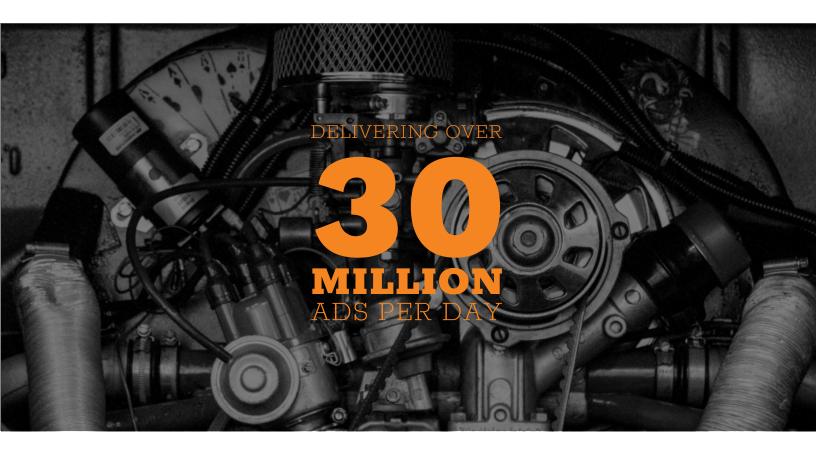
Ad scheduling and reporting: Sometimes overlooked as companies become enthused about the potential revenue side of monetizing their network, ad scheduling and reporting can be time consuming, and therefore, costly. Companies considering a monetization initiative can dramatically reduce the overhead of their program by leveraging an ad scheduling and reporting solution designed to blend advertising with other engaging content.

2.0 ADLOGIC™ OVERVIEW

While these considerations represent both challenges and opportunities, the potential upside for retailers 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 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, transforming your digital signage network into a digital-out-of-home advertising platform. The patent-pending system allows advertising content to be scheduled based on campaigns, aligning the scheduling, and reporting to the way advertisers buy. Meanwhile, the advanced capabilities ensure you always meet campaign objectives while minimizing your operational footprint.

Today, AdLogic helps digital-out-of-home leaders like PatientPoint and Cedar Fair deliver more than 30 million ads per day. Combined with our ReflectView™ Digital Signage Platform, Reflect provides everything you need to design, deploy, manage, and monetize your network.

3.0 KEY CAPABILITIES

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

Campaign Management allows clients to set campaign objectives based on frequency of plays or audience impressions targets. It also has functionality for setting campaigns to meet exact delivery targets or to set a certain percentage to over-deliver if desired, as well as setting bonus spots and other special campaign requirements. Campaigns can be designed to achieve varied objectives including spend, impressions, units, or units/hour.

Creative Management With AdLogic, the team managing advertising content and campaigns can be separate from the team managing the digital signage network. The easy user interface supports uploading and management of creative assets with web previews and safeguards to ensure ads cannot be mistakenly assigned to the wrong client or campaign.

Network Management allows the creation of channel groups for advertising purposes, which can be entirely separate from groups or classes defined in the digital signage platform. Network groups can be dynamically included or excluded from ads based on specific rules, simplifying scheduling.

Scheduling eliminates the need to insert ads manually into content playlists. AdLogic uses Smart Media to automatically ensure ads are played based on campaign targets including playback totals, frequency, and targeted audience impressions. Just import the media, and AdLogic™ handles the rest.

Delivery AdLogic knows the details of the digital signage network, including location data, screen types, and hours of operation for the venues. This enables the platform to "look ahead into the future" and know how many ads will need to be played by location and for each digital signage system. The algorithmic engine powering AdLogic then balances ad playback to meet exact campaign objectives. No more worrying about over or under delivery of ad playback.

Status & Insight campaign status and progress toward goals are tracked in real-time. AdLogic shows how each campaign and ad unit is tracking and provides insight into any areas of attention needed for the performance of the campaign.

Reporting customizable reports allow for detailed affidavits and historical reports. AdLogic also provides APIs for exporting data to other analytics or business intelligence platforms, allowing you and your advertisers access to all the information you want, where you want it.

Programmatic Integrations As programmatic advertising continues to grow in the digital-out-of-home space, AdLogic will provide integrations with key programmatic networks allowing you to maximize network revenue.

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 Reflect 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 development**
- **Hardware design and deployment**
- **Applications development and advanced integrations support**
- **Network valuation models and media sales**

At Reflect, our technology is powered by people with the expertise to provide anything and everything you need to leverage your digital signage platform to achieve amazing 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.reflectsystems.com.

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