

solutions

advertising digital signage

Ad networks. The effective solution.

Creating an ad-based network allows businesses to offer prime space for its utilization. Digital signs offer an engaging space to display advertisements and entertainment items such as live TV or news feeds. Audience drawn to the advertisements will greatly interest the other companies who might be interested in putting up their advertisements.

Digital signage not only helps to create awareness, it also brings entertainment value to its audiences all the while offering revenue oppunity for the business location and advertisers.



Ad-tracking Features & Benefits

Ad-Tracking is an exciting new development for the Content Manager and iDS software. You will now have the functionality to build advertising campaigns and track the campaign's progress as it's running. Generate tracking reports directly through content manager and customize through Excel. Ad-tracking will give you the ability to measure the ROI on your advertising campaigns and further enhance your property's branding and marketing strategy.

- Build advertising campaigns
- Track advertisement plays
- Generate a proof-of-play report centrally through Content Manager
 - Generated as a Word document
 - May be customized through XSLT
- Flexible reporting wizard allows filtering based on date, location, content items, advertiser, and/or campaign.
- Found under the tools menu in Content Manager



Connect and Bring Value to People