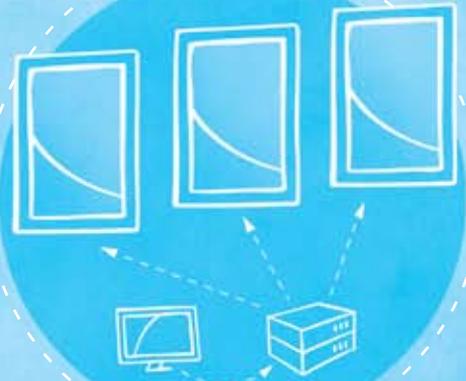## RYARC

DIGITAL OUT OF HOME (DOOH) ADVERTISING

Digital signage is widely used by Out of Home advertisers to communicate with a mobile audience. It enables OOH companies to deliver timely and relevant advertising campaigns during the final stages of a purchasing decision.

The take up of digital signage for Out of Home Advertising has revolutionized this traditional advertising space and is creating a paradigm shift that is resulting in a decline of paper posters and static billboards. The digital screen engages its audience through dynamic content tailored according to time of day, location and other demographics.

The ability to mix content on the run gives OOH companies the ability to run multiple campaigns across its network. Ideal environments for these networks include shopping malls, airports, train stations and bus stations.

tailored content anytime, anywhere

Goals of Digital Signage for DOOH Advertising

1. Increase revenue – use digital signage as an ideal channel to increase ad based revenue.

2. Reduce costs – replace traditional poster adverts with digital signage and avoid the costly print and distribution costs.

3. Reduce lead time and increase turnover rate – distribute a campaign immediately across a network and have multiple clients running simultaneously.

www.ryarc.com

Important Considerations for DOOH Advertising

1. Up time and reliability – DOOH networks are primarily based on ad revenue so it is very important to have screens operational 100% of the time.

2. Scalability – networks can grow quickly and a scalable solution is crucial to keep up with the required roll out pace.

3. Reporting – proof of play is required to show clients that ads have played according to the schedule.

CONNECT WITH US
Ryarc welcomes you to contact us directly with any sales, support or general enquiries you have.

Visit www.ryarc.com

Email us:
Sales & General: info@ryarc.com

Phone us:
HQ: +61 2 800 400 16
USA: +1 408 844 4416
Sth East Asia: +65 6829 2297

we look forward to hearing from you