

AD / SNAP

**Data-driven outdoor advertising
platform for smart cities**



Márton Elódi

[Aalto University, Helsinki](#)

Problem

Designing outdoor campaigns is still a manual process

Outdoor advertising has a positive impact

78% of people look to outdoor advertising to inform them about brands and to shape their preferences.

Billboards have a 75% recall rate and are memorable in 55% of cases.

Advertising is only personalised in the online space

Campaigns targeted for customer segments or even individuals is straightforward in online advertising.

However there is no way to discover the best locations for an offline advertisement.

Measures of effectiveness for an offline campaign are unavailable

The actual results of and outdoor advertising remains unclear. There is no data that supports the failure or success of such projects, thus improving campaigns is a huge difficulty.

Solution

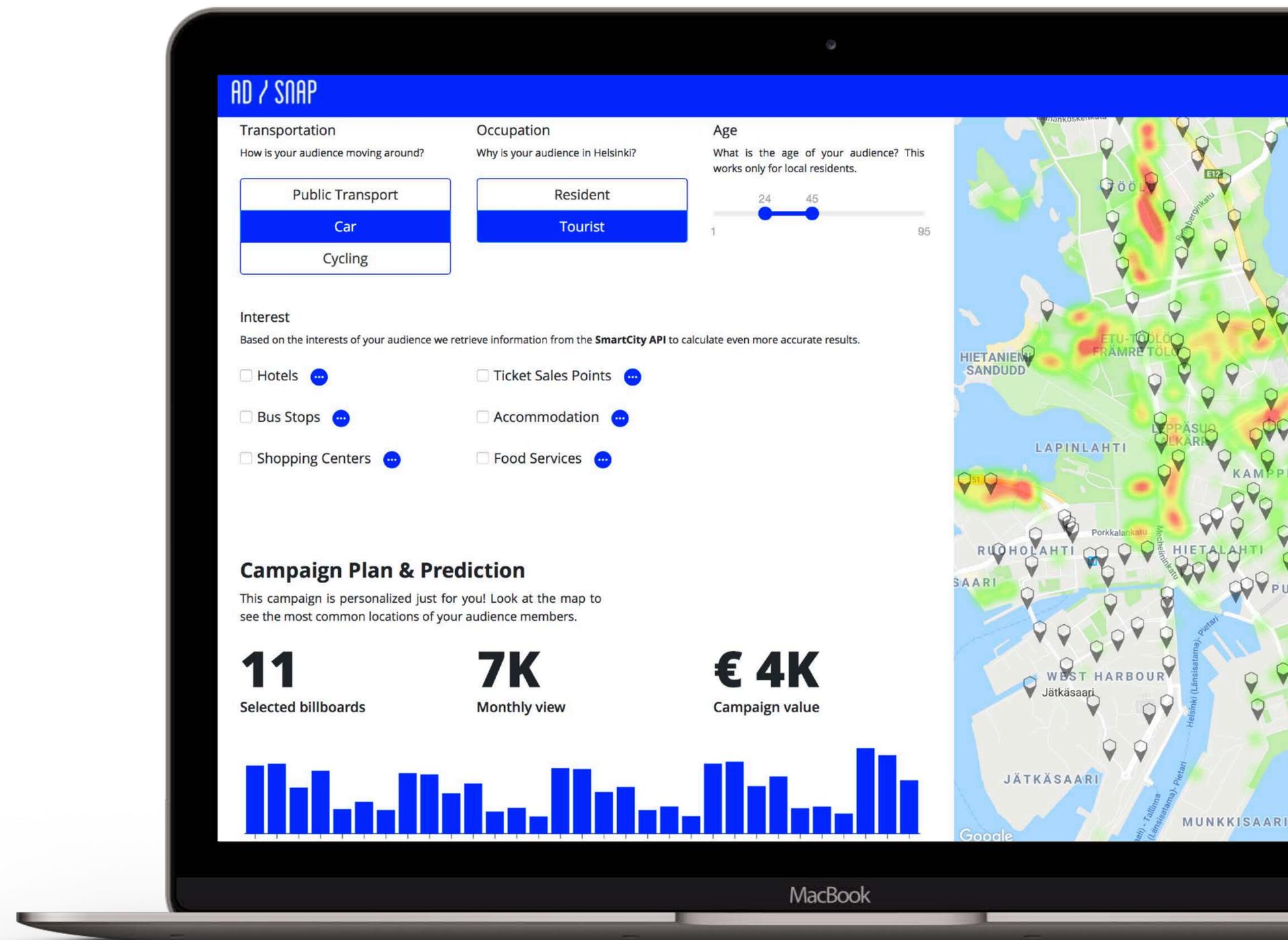
Data-driven design platform for offline advertising

Built on big data to determine the most popular location for a customer group

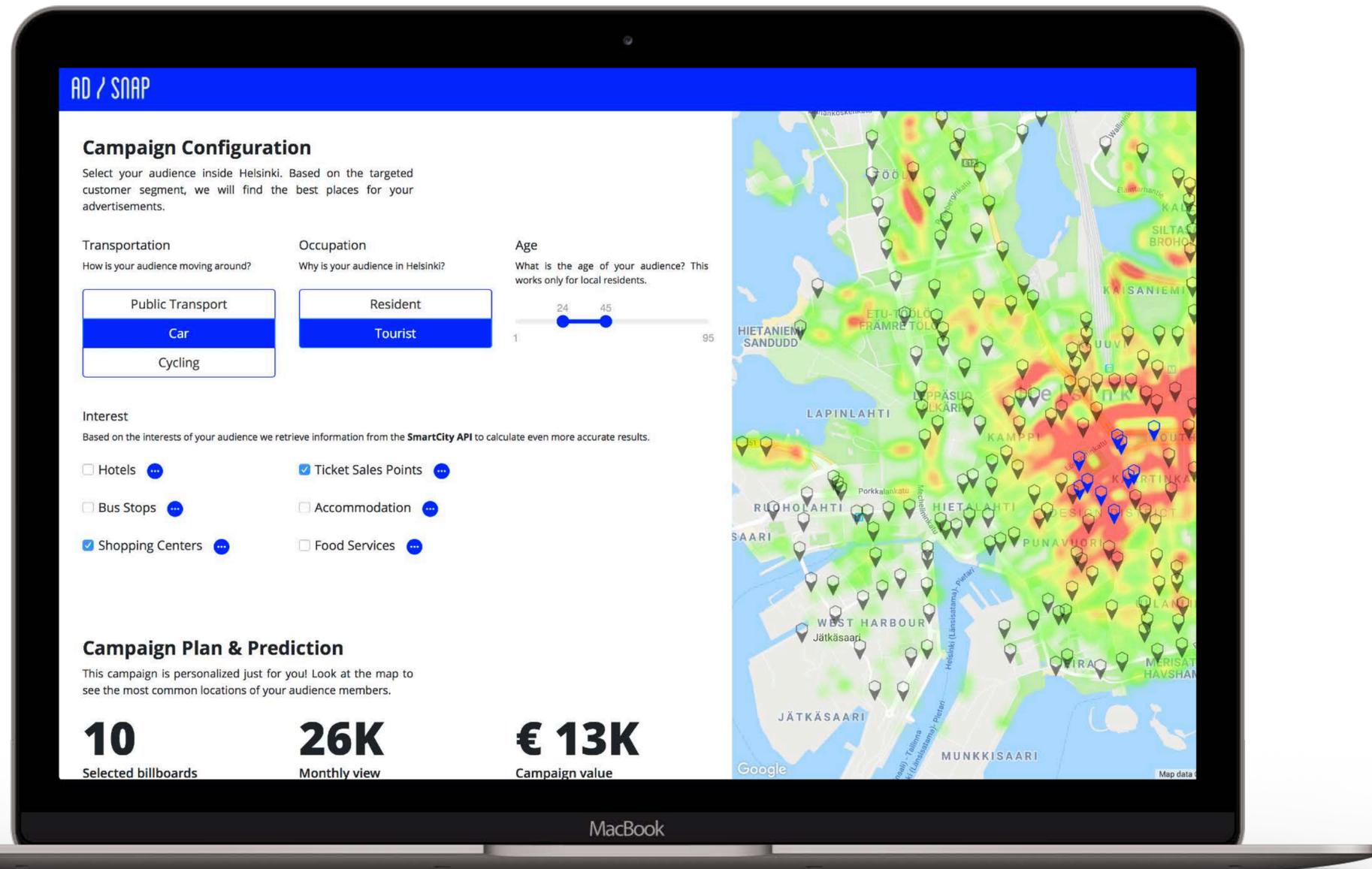
Automatically select billboards with the highest traction. The platform is capable of predicting the reach of every location on a city based on big data analytics.

Skyrocket the traction of offline campaigns

Citizens will run into more relevant advertisements resulting in higher conversion rates and more successful campaigns.



Design a new campaign in 3 easy steps



1

Select a target audience by age, transportation method or occupation.

2

Explore our personalised recommendation of the best billboards. An easy way to interpret the location and movement of your customers.

3

Customise your campaign. Add or remove your choice of billboards and see the predicted traction and cost of the campaign instantly.

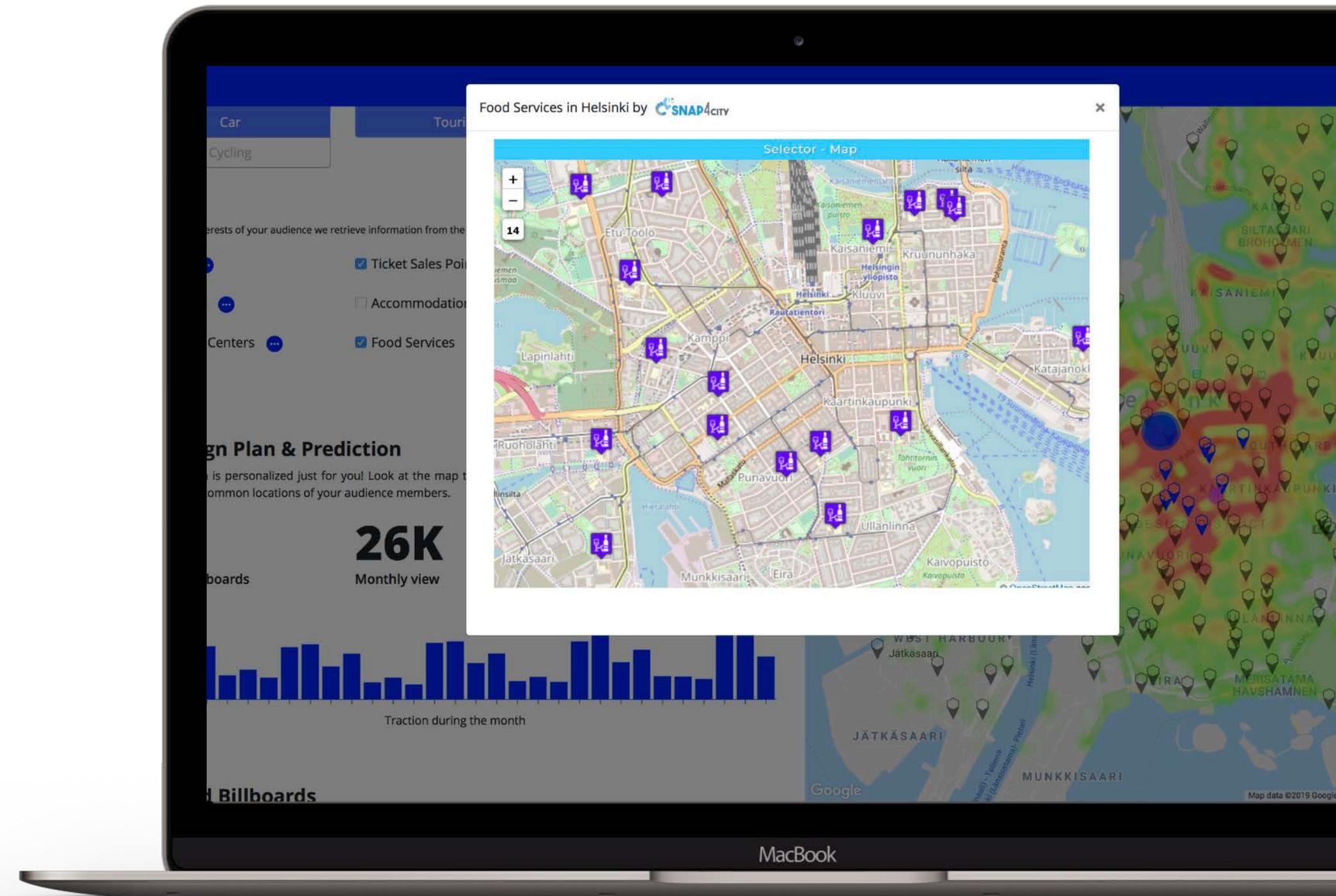
Solution

Showcasing the opportunities of Snap4City in custom made applications

Tailor made data processing algorithms for the most accurate predictions

The solution currently integrates data sources of Helsinki from the Snap4City such as public transportation, traffic, cycling analytics, tourism and local residential statistics. It uses both pre-processed datasets originating from the DISIT Datagate and a real-time connection through the SmartCity API. Built for scalability, it is super easy to implement new informations coming from any offline dataset or live API.

The application also contains embedded Snap4City dashboards to offer even deeper insights into the spatial information.



<http://datagate.disit.org>

beta version



Driving passive revenue from a global market to smart cities

The global offline advertising market is valued to more than 90 billion dollars annually

Adsnap is giving the opportunity to smart cities to exploit the potential of their advertising interfaces more efficiently, thus increasing their revenue. Every outdoor location can be accurately priced and help to tap into a bigger market.

The platform does not require any maintenance or operation cost and could be publicly published and used by e.g. marketing agencies in any digital city.

Opportunities to gather feedback through IoT devices or mobile apps

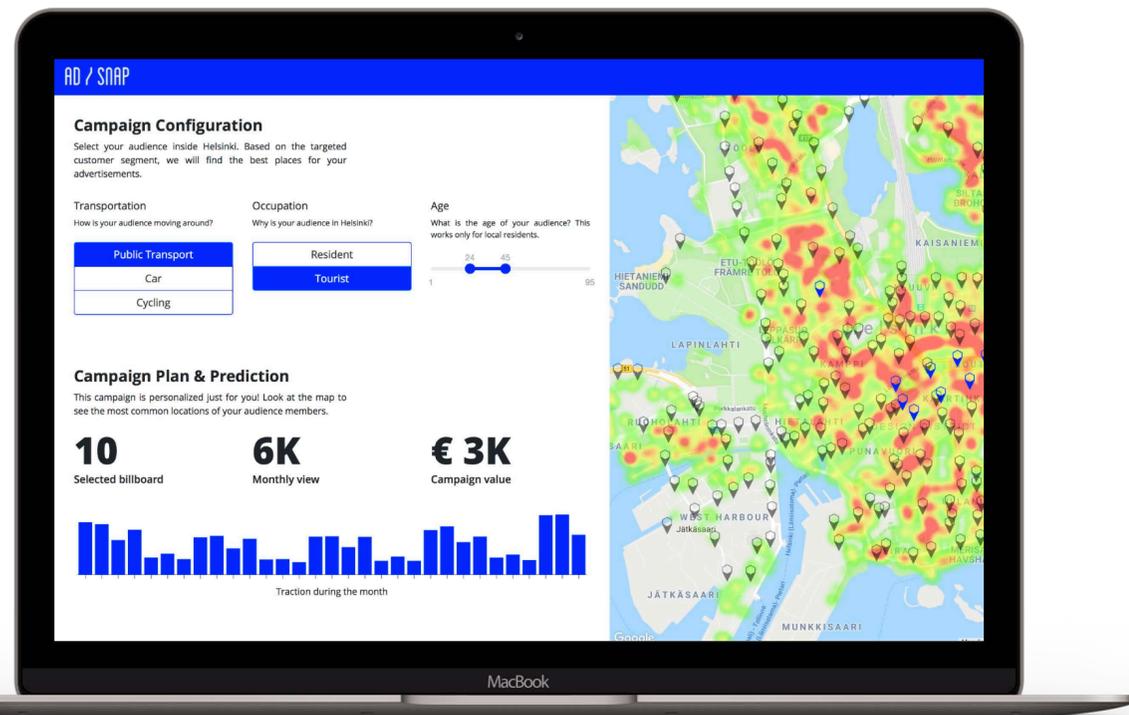
The platform is extendable to collect more in-depth information on the successfulness of outdoor campaigns.

Smart billboards equipped with IoT sensors will be able to submit anonymised information of their real-world audience. This information will help to fine-tune the predictions.

Through connected mobile applications, traditional billboards can be augmented to interactive advertising points to unlock new possibilities.

Contact

Give it a try today
and reach out to us!



Márton Elódi

Aalto University, Helsinki

Data Scientist and Service Designer

elodimarci@gmail.com

Publicly available prototype on:

<https://adsnap.herokuapp.com>