

# AD / SNAP

## Data-driven outdoor advertising platform for smart cities



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## 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

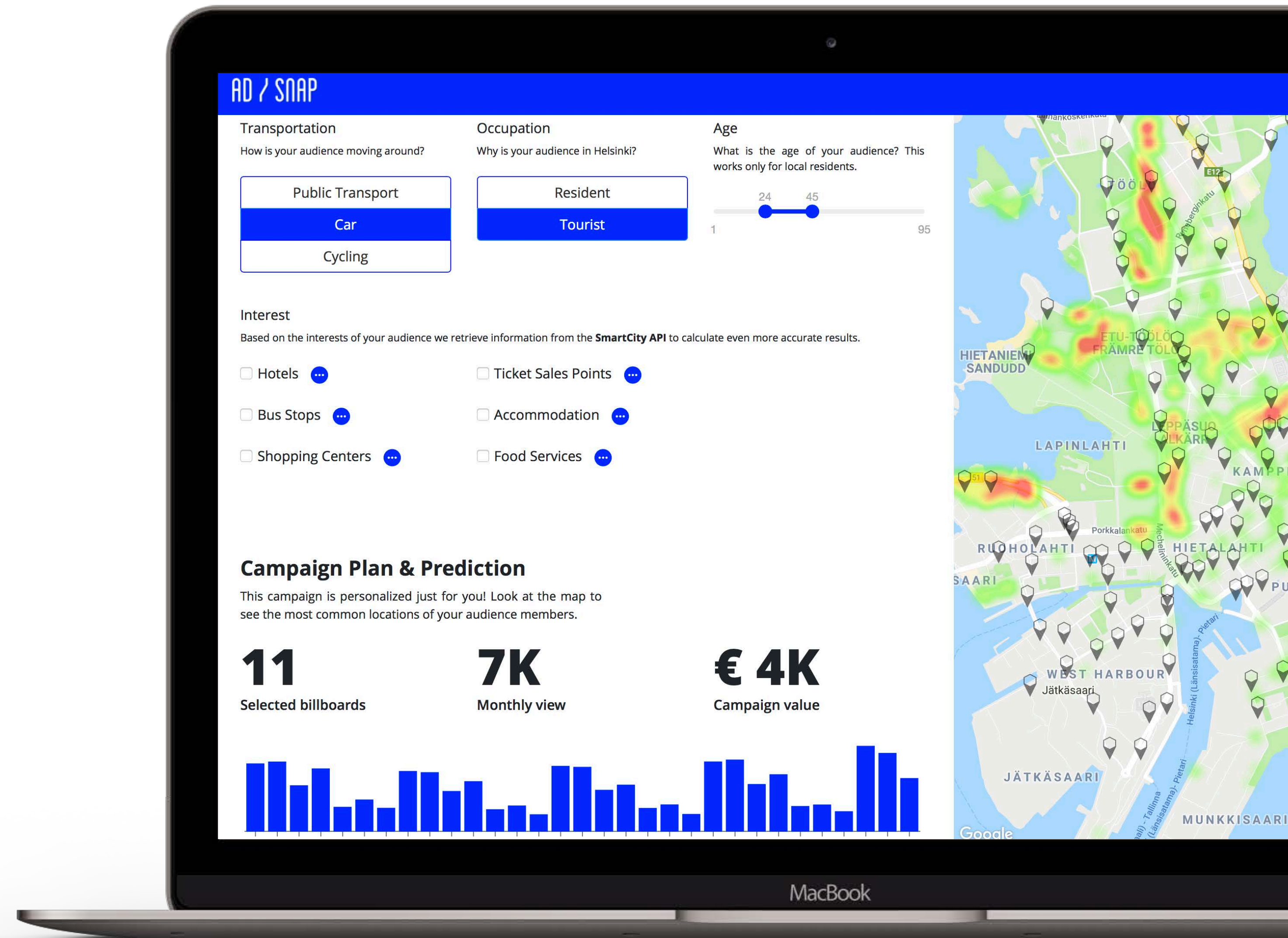
# Data-driven design platform for offline advertising

**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**

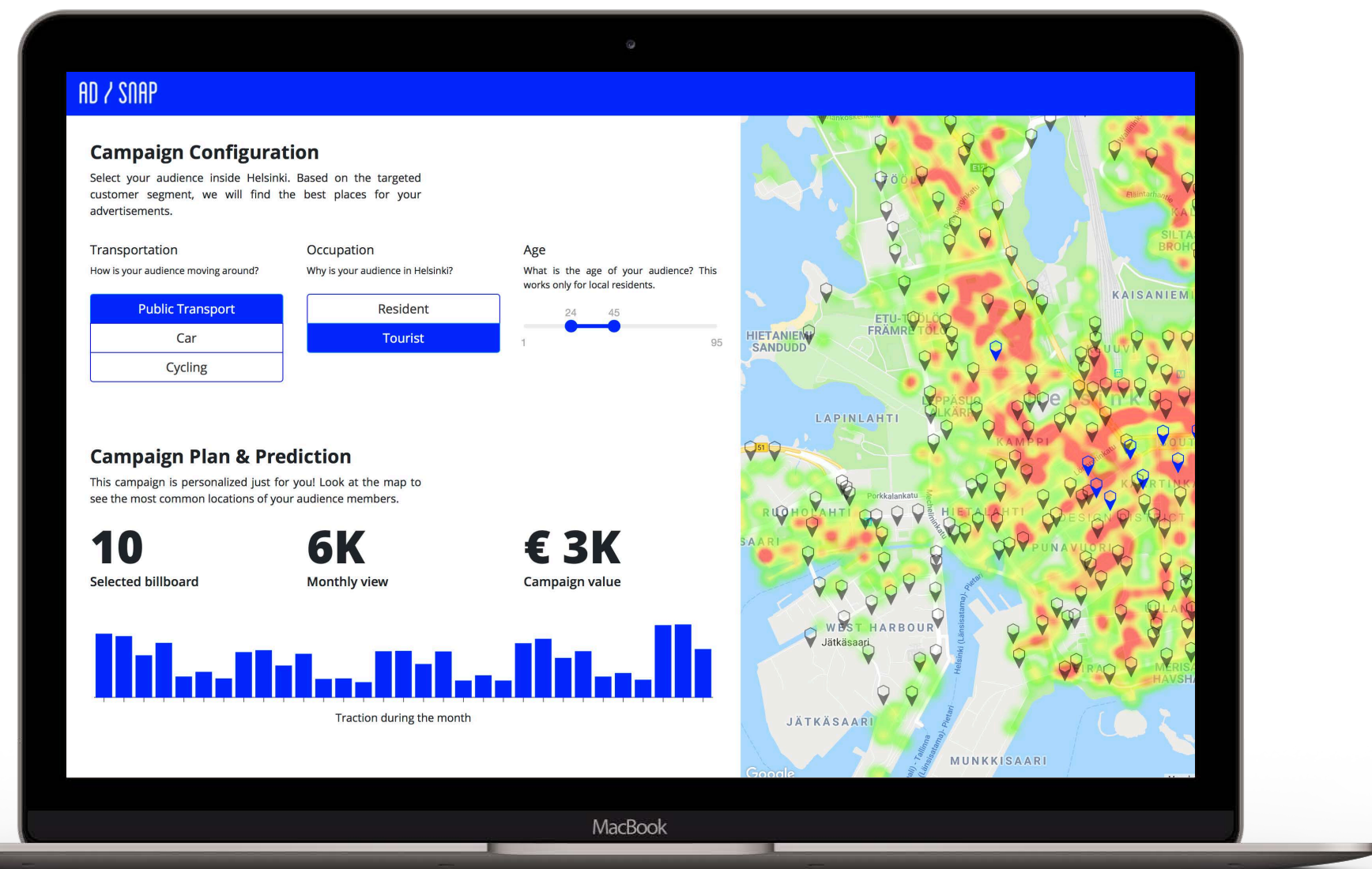
Citizens will run into more relevant advertisements resulting in higher conversion rates and more successful campaigns.





## Contact

Give it a try today  
and reach out to me!



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Publicly available prototype on:

<https://adsnap.herokuapp.com>