

“A platform that forecasts crowd movements and based on that optimizes the selection of outdoor advertisement spots. Targeted for advertisers, powered by Telia Crowd Insights.”

Demo script

- 1) Read through the two sentences on previous slide (who?)
- 2) Software demo (who?)

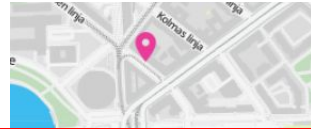
User has already logged in before demo starts

- Click “your ads”
 - Do “example campaign” that runs
 - from 19/03/2018
 - to 25/03/2018
 - Budget 3000 €
 - Mention that preferences on demographic info are available in pro version
 - Run optimize
 - View the results: highlight the fact that the based on forecasts the software has chosen locations X Y and Z
 - Show the breakdown by day: highlight the fact that different dates and timeslots per spot seem to cost the same even though the crowd insights data predicts very different footfall for different times
- 3) Show out of sample predictions and python code (Jussi). Mention that the data also had easter week, which is impossible to forecast without historical Easter

Longer version of demo begins here

(slides before this are meant for summarizing the idea quickly if somebody asks)

State of the art in buying outdoor ads



Tammikuu 2019

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Inefficient because

- Manual decisions for each ad in each time slot in each location
- Limited data on hourly changes in exposure

klo 12 asti

klo 12-18

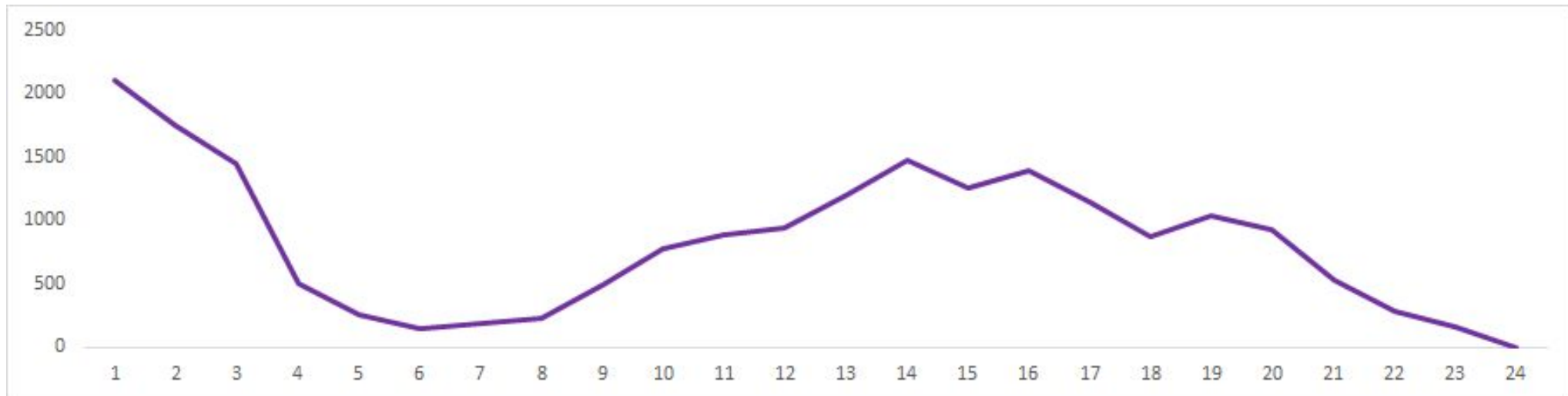
klo 18-24

Hubi	Näyttökerrat	Hinta
Metroasema Hakaniemi		44 900 ■ 2 101€
Hakaniemi Helsinki		76 800 ■ 2 600€

hubId 'Kaisaniemi'

Day	Opportunity-to-See (OTC)
1	68 520
2	68 520
3	68 520
4	68 520

Vs.



A software tool for optimizing advertisement plans

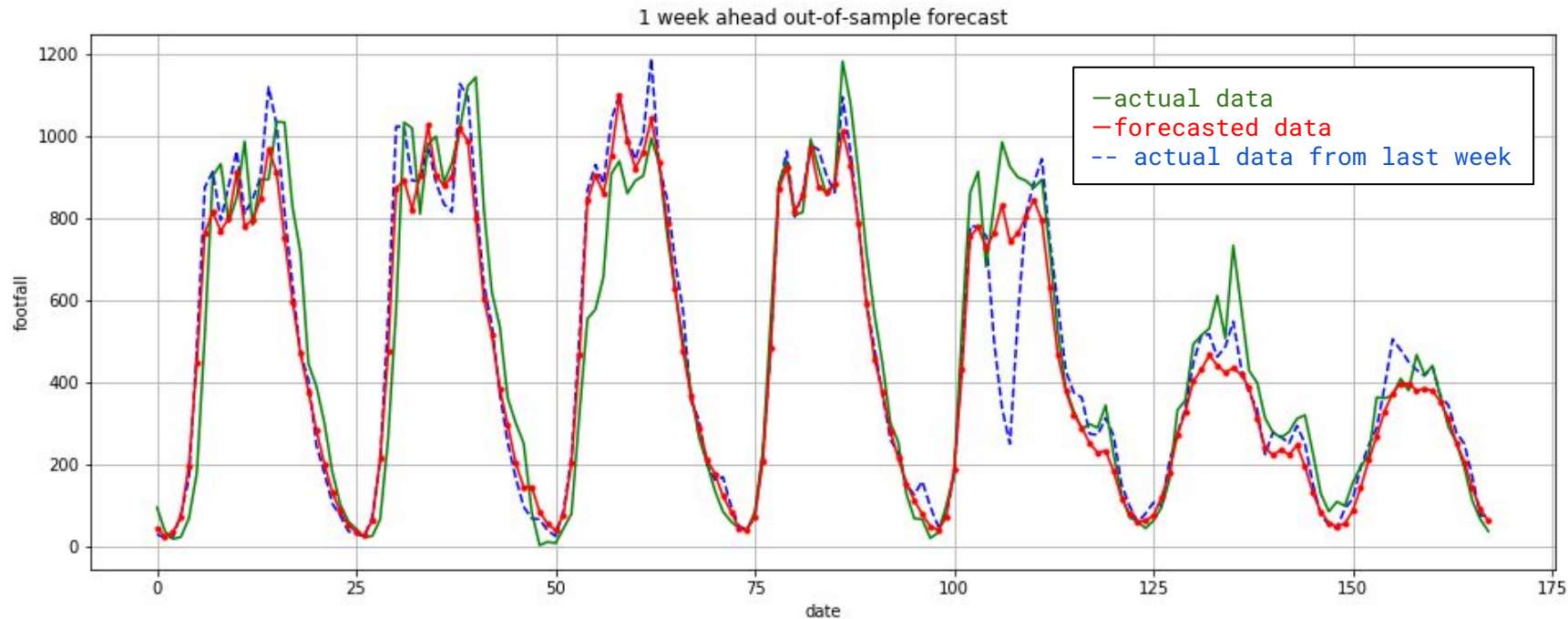
Our platform forecasts crowd movements and based on them optimizes advertisement plans automatically

For a monthly SaaS fee, the advertiser gets more value for each € spent on ads through better plans and less manual work

Powered by Telia Crowd Insights data

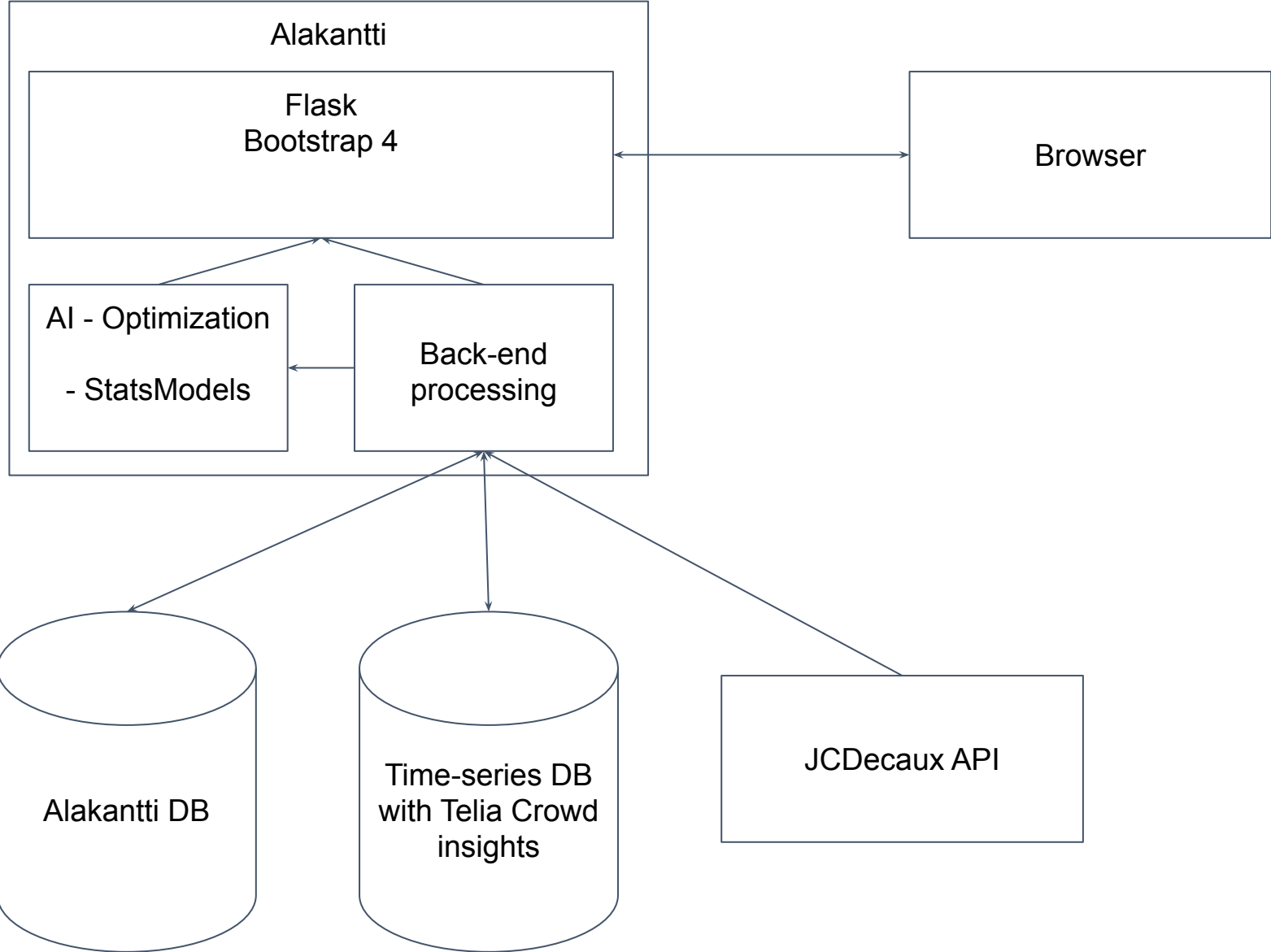
Under the hood

The model is based on time series forecasts from Crowd Insights data



The optimization model solves a knapsack problem that maximizes forecast exposure by selecting ad spots for time slots under a budget constraint

Tech



Next steps: Dynamic pricing of ad spots

Hourly forecasts of footfall are lucrative also for ad inventory providers, as they enable dynamic pricing by the hour

