

INTELLIGENT ADVERTISING FOR PROGRESSIVE BUSINESSES

QUICK, EASY & FLEXIBLE



“

*Half the money I spend
on advertising is wasted;
the trouble is I don't
know what half*

John Wanamaker 1838-1922

This conundrum, posed by a pioneer
in advertising, has been plaguing
marketers for over a century.

”



PostMyAd is designed to solve the many challenges that businesses experience with traditional advertising

MUNDANE & UNENGAGING

Run of the mill non-digital billboards, banners and posters are not SMART and are getting mundane.



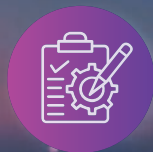
EXPENSIVE & LOW GEOGRAPHIC COVERAGE

Existing advertising options are mostly expensive and cater to a limited audience.



CONTROLLED & TIME-CONSUMING

Monopolized airtime, non-transparent ad rates and a virtual monopoly of large media players creates entry barriers for new advertisers.



INCONSISTENT

Advertising in various geographies results in inconsistent material, thus hurting the brand image while creating huge logistical and environmental challenges.



UNMEASURABLE ROI

Advertising spend is a Blackbox – it is impossible to measure ROI accurately in non-digital ads.



NO REAL-TIME FEEDBACK

Proactive maneuvering is needed in a fast-paced economy and traditional ads don't allow that. Company brand and marketing managers get feedback from the market when it's too late.





**RESEARCH
SHOWS THAT**

90%

adults notice
DOOH advertising

71%

people look
at billboards
while
driving

60%

take
action like
downloading
an app

Solution: PostMyAd

- PostMyAd is world's first DIY app-based platform for programmatic digital out of home advertising (PDOOH), enabling self-management of ads and ad campaigns from anywhere.
- Harnesses the power of artificial intelligence (AI) to make marketers see what works, what doesn't, what's next, and why.
- Allows businesses of all sizes to independently plan and launch their ad campaigns on street billboards in real-time.
- Measures audience reactions and provides feedback in real-time, allowing businesses to swiftly optimize campaigns without losing time and money.
- Gives total flexibility on time frames and budgets with no packed-offer constraints.

PostMyAd allows you to upload your ads, handpick billboards, choose ad-time & manage your ad campaigns – anytime, anywhere.



Why Use PostMyAd?



REMOTELY CONTROLLED & SELF-MANAGED

Schedule, showcase and manage ad campaigns for big or small brands on high-definition digital billboards from anywhere.



QUICK SPEED

Plan and launch a single ad campaign in multiple locations with the click of a button. Planning to Go-live in minutes.



POCKET FRIENDLY

Whether you're planning a mini-campaign or a mega-rollout, we have a suitable offer for every budget.



REAL-TIME AUDIENCE FEEDBACK

Measure audience reactions through real-time analytics and quickly optimize campaigns without losing time and money. Leverage data for hyper targeting.



GEO-LOCATION TARGETING

Reach potential customers within walking distance from your store, billboard or any other target location.



VALUE-ADDED SERVICES

No Ad? No worries. You can create free ads using DIY Ad templates or visit the CreativeHub, our market place offering all imaginable creative services to help implement your ad campaign.



EASY AND FLEXIBLE

Book digital ad campaigns in just three steps through our programmatic booking platform. Show your ads only during the specific time of days or dates that prove to bring the highest ROI for your brand.



MAGNIFIED MARKET REACH

Magnify reach at the best price-performance ratio on the market for your company, product, service or talent.



AUDITABLE

Measure the efficiency of each billboard in reaching your audience by campaign monitoring, live analytics, and delivering ROI.

A Platform Built for Performance Marketers

HYPER ADVERTISING

Reach your audience everywhere they go on digital billboard from the leading media owners.

EASY ONLINE PLANNING TOOL

Reduce the time to search for digital out of home billboards from days/weeks to minutes.

REAL TIME REPORTS WITH ATTRIBUTION

View proof of play reports and easily track your campaign's performance. Attribution and brand lift reports also available.

FULL TRANSPARENCY EVERY STEP OF THE WAY

CPM prices and screens targeted are always visible with real-time mapping and performance reports.

OPTIMIZE CAMPAIGNS TO YOUR OBJECTIVES

Select geo-targets, point-of-interest, media types and audience segments to reach your optimal audience.

CONCIERGE SERVICE FOR CAMPAIGN PLANNING

Our team of digital out of home experts will help you to create, share and execute the perfect campaign plan. At no extra cost.

POSTMYAD GIVES MARKETERS THE ABILITY TO LEVERAGE THE LATEST TECHNOLOGY TO BECOME SMARTER & MORE EFFICIENT BY

Creating personalized experiences modern buyers expect

Reaching micro-targeted audiences in their preferred location & time [Hyper Advertising]

Maximizing campaign performance & generating more ROI

Eliminating guesswork & accurately predicting what works, what doesn't, what's next & why

Shortening the sales cycle & augmenting revenue growth

It's time for out of home advertising to become just as smart as Google, Facebook or Instagram campaigns. PostMyAd is preparing the new digital infrastructure for PDOOH advertising – it enables seamless omnichannel advertising, 100% moving, hyperlocal and if desired, live in minutes.



You decide what's playing when and where

Studies have shown that DOOH Advertising helps:

Increase overall reach by **68%**

Increase campaign effectiveness by **31%**

Increase efficacy by **15%**

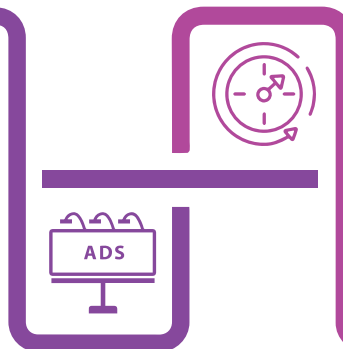
How it works?

Own a digital billboard in five simple steps

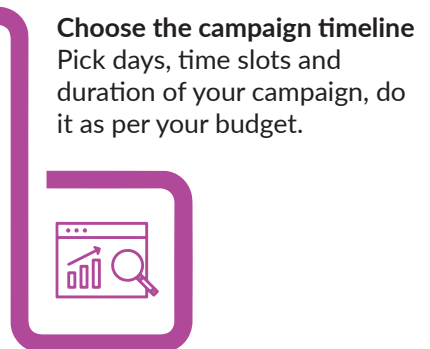
Download the app
Compatible with iOS and Android and has simplest user interface - almost a child's play.



Upload creative content
It may be a showreel, a video, an animation or a catchy graphic, app propagates it all.

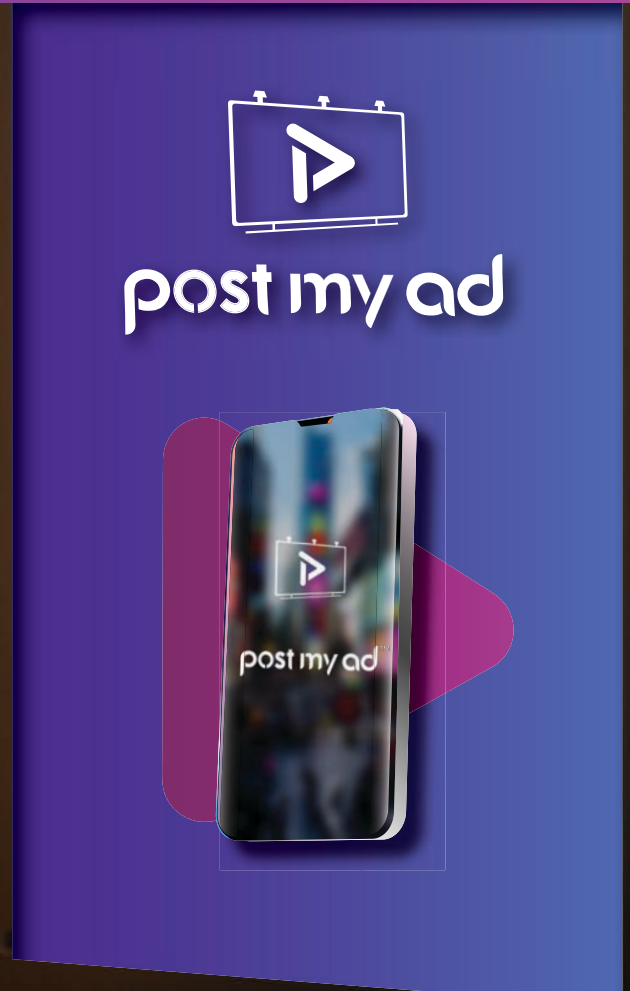


Choose your preferred billboard
Pick your billboard location (retail stores, coffee shops or restaurants, parking lots, travel transit points).



Assess analytics
Assess the impressions received and the eyeballs caught in real time - strategies for better impact and ROI.

PostMyAd is revolutionizing digital out of home advertising and giving you more. Are you ready?



Connect with Us

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