



PayByFace
DOOH
Network
Overview
2021

Bucharest

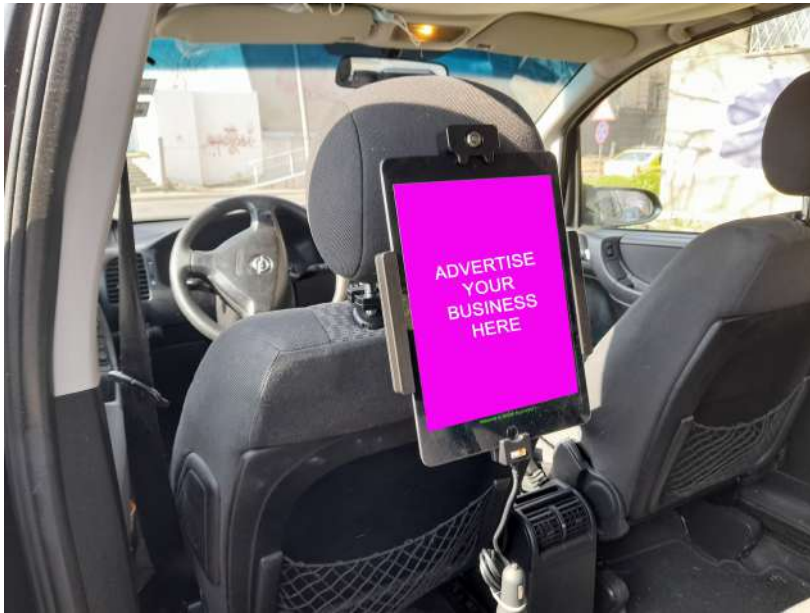
Digital Out-Of-Home
Advertising Platform

What is DOOH Advertising?

- Digital out-of-home (DOOH) advertising is one of the fastest growing forms of advertising today, specifically because it is in many ways very attractive. Case in point: it is completely resilient to some of the typical problems nagging online advertising.
- DOOH offers some of the advantages of the technology used in online display advertising, such as targeting and enhanced traffic data, but at the same time it is completely immune to ad blockers, and OOH ads cannot be skipped by the user.
- Also, DOOH requires a certain level of creativity to grab and captivate your audience's attention – something that has decreased over time with online display ads.

What is the USP of Digital Out-of-Home?

- **Higher Ad Engagement** - There's an opportunity for advertisers and agencies to capitalize on the initial opportunities offered by DOOH and use them to boost awareness and drive conversions. Over the past decade, the engagement with online display ads has been on the decline, leading to click-through rates (CTRs) lower than 1%. This has been caused by a bombardment of online ads and given rise to software such as ad blockers and phenomenon such as banner blindness. DOOH allows advertisers and agencies to unleash their creativeness and produce ad campaigns that are both unique and engaging.
- **Retargeting** - We use aggregated and anonymous, mobile data from privacy-compliant, third-party data providers (taxi dispatching system) to gain insights about where specific customer segments move around the city and offer the best DOOH placement to reach your target customers.
- **Measurement** - Our DOOH network screens allow for QR codes to be placed on the banner ad to track call-to-action conversions and our digital signage CMS tracks daily impressions from all the physical (in-store) and mobile (taxi) locations that have our PayByFace device installed.
- **Targeting** - While it is not possible to precisely target the ad specifically to just a select audience of a dozen people (and not a 100 random viewers), programmatic at least gives DOOH the possibility to display the ad at times when the target audience is most likely to see it, possibly offering huge efficiency gains and better deals on media.



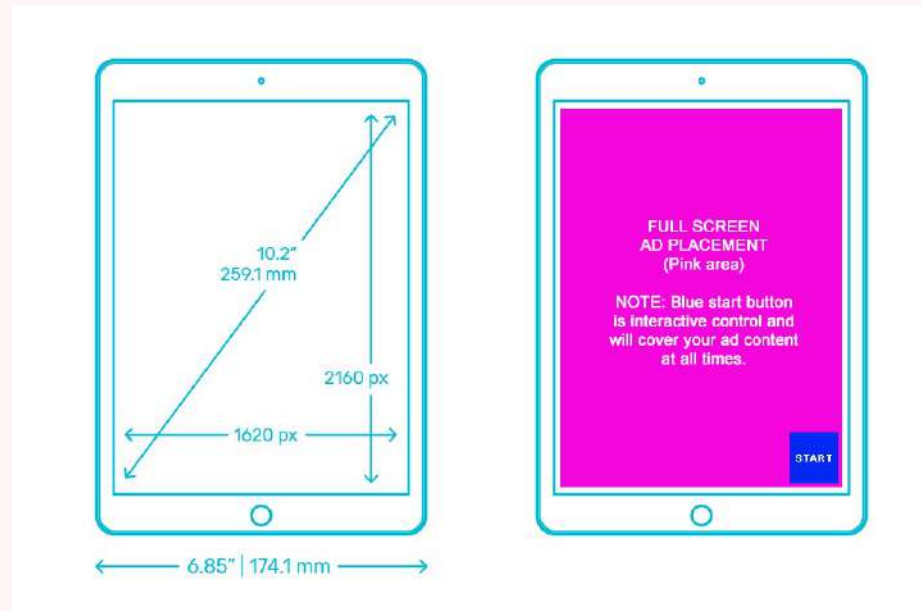
PayByFace Screen Network Devices

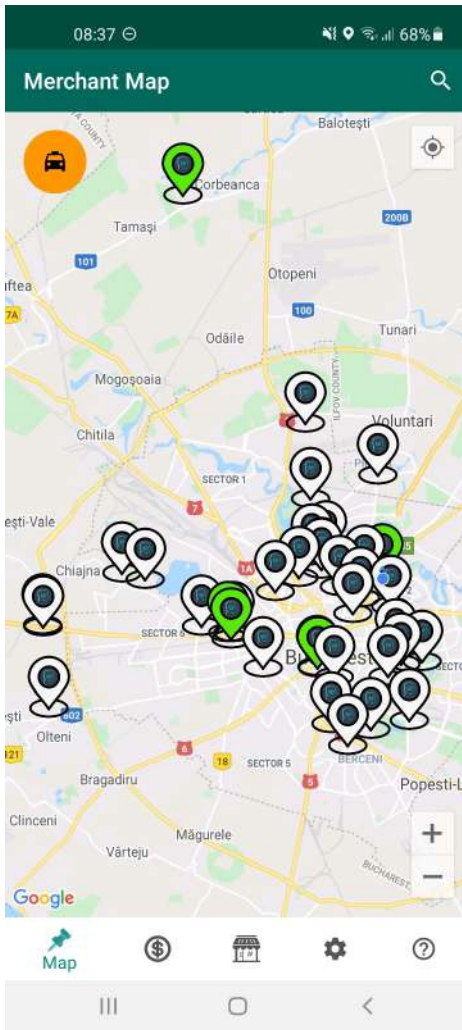
We offer 2 types of screens:

- 1) Mobile (taxi backseat) network screens
- 2) In-Store (at checkout counter) network screens

Content Design Options & Requirements

- **STATIC ADS** - 15 or 30 second JPG banner, full screen, portrait-mode, max 500KB file size
- **VIDEO ADS** - 15 or 30 second MP4 movie (with sound), full screen, portrait-mode, max 2MB standard definition compression file size
- **Optional QR Code** for tracking call-to-action conversions





What is the cost / value model?

- STATIC AD - 20 euros / month / screen
- VIDEO AD - 47 euros / month / screen
- InApp Marketplace Listing Sales - 15 euros / month / screen + 6% commission

MONTHLY VIEWS

- In-Store Network Reach ~ avg 200 impressions / store
- Taxi Network Reach ~ avg 500 impressions / taxi

5/14/21 *PRICES DO NOT INCLUDE VAT TAXES