



Customer Engagement platform for personalized video and audio communication at the POS

Allows to manage all DOOH advertising in one system: screens, audiosystems, interactive surfaces, information kiosks and video walls. Collects data about the audience and analyze the efficiency of the advertising campaigns and content.



Gender: Female
Attention Time: 78 sec
Age: 24
Mood: Happy
Customer journey: ID
Distance/Glasses/Hair etc.
Interests: Running
Loyalty Program: Gold ID
Duration of visit: 678 sec.



addreality.com

Main client benefits

up to 40%

Higher revenue from
the advertised
products

up to 300\$

Marketing budget
savings

a month, per point of
sale

up to 150\$

New revenue flow from
Programmatic ad sales

a month, per every
player

2-6 months

Payback period

Addreality unique advantages



Complete solution for
interactive and targeted
content

Digital Signage and analytics



Our system is open for
implementation of integrated
projects

Customer experience management, full
communication scenarios, ROI calculation



Independence from
infrastructure

Hardware and OS

28 000 +

Digital solutions
with Addreality

170 +

High-profile clients
and partners

2 000 +

Automatized
points of sale

30

Countries
of presence

17

Languages
supported

