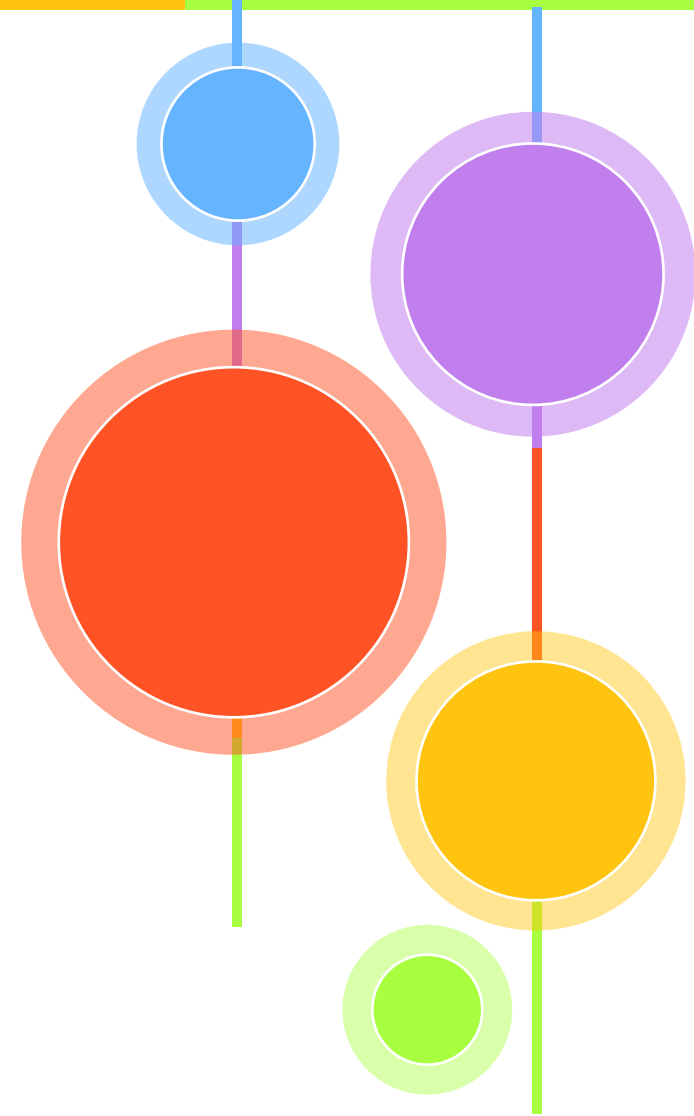


# Building Discoveries Around Exciting Engagements

## Series-5 Labs



August 22 , 2020

# Agenda

- SDM
- Why Series-5
- SDM Terminology
- Engagement - reSearch app + sdk
- RBAC
- Revenue Streams
- End

Series-5 focusses on addressing this ineffectiveness through a **Software Defined Marketing (SDM) platform.**

**SDM** platform would help advertisers to effectively monetize their spend through:

- Cloud based Actionable Content Delivery for Offline, and Broadcast Media
- Management of Media Assets with machine learning & analytics
- Augmented Reality for better consumer experience
- Integrated Marketing Communication (IMC) to help Convert Leads

## Why Series-5

We bring you

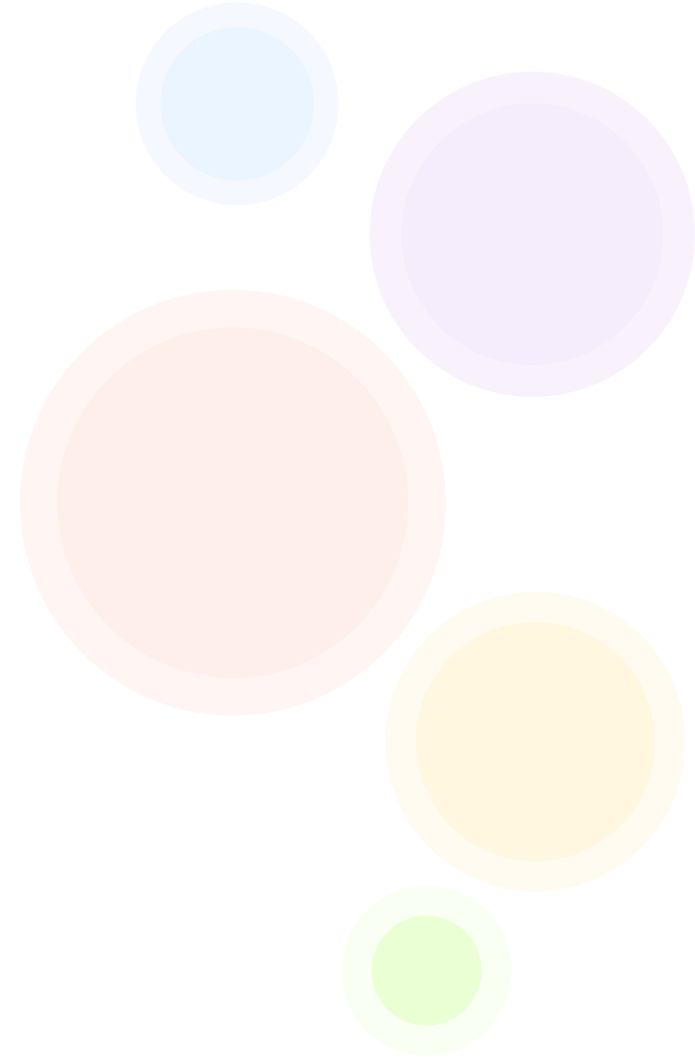
- ❑ Hoardings (OOH) to your mobile to help you take desirable actions  
Through a Cloud based platform for
- ❑ Actionable Content Delivery for mass media

Inability to effectively meet

- ❑ Advertisers' & Media Agencies' need for viewers to take a desired action.
- ❑ Consumers need to initiate a desired action after getting interested in a product advertised.

# SDM Terminology

- Media Aggregates
- Media Assets
- Venue
- Campaign
- IoT
- Media Owner
- Media Agency



# Media Aggregates

A **Media Aggregate** is a **place or Platform** on which one or more media can be fixed and can be used for delivering contents.

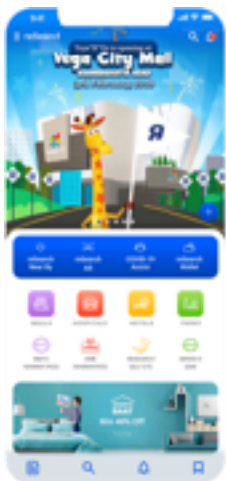
**Media Aggregate** can hold same or multitude of different media

E.g. Media Owner, Malls, Hospitals, Theme Parks, Universities, Colleges, streets, etc



# Media Assets

The term **media**, which is the plural of **medium**, refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. ... We used to get all our news and entertainment via TV, radio, newspapers and magazines.



# Venue

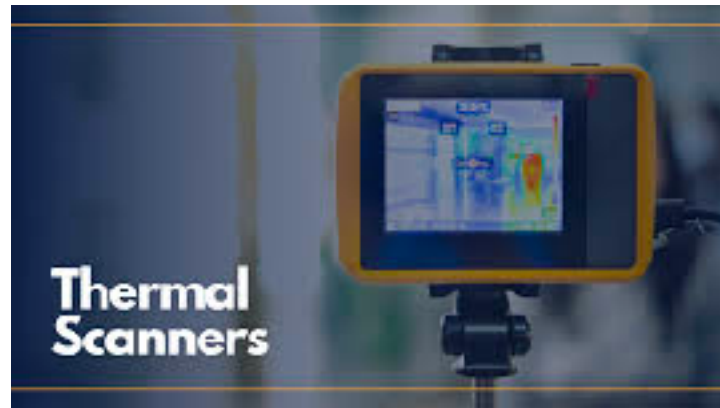
**Media Venue Definition.** The term **media venues** denotes that an "locations where presentations are placed or made available to present the information within the framework of the **media** so that it is accessible by the end users, consumers, viewers, or buyers."

A venue can have minimum one or multiple media associated with it





The Internet of things is a system of interrelated computing devices, mechanical and digital machines provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.



# Campaign

An **advertising campaign** is a series of **advertisement** messages that share a single idea and theme which make up an **integrated marketing communication** (IMC). An IMC is a platform in which a group of people can group their ideas, beliefs, and concepts into one large media base. Advertising campaigns utilize diverse media channels over a particular time frame and target identified audiences.



# Media Owner

OOH Media owners interested in connecting with network of Advertisers / Agencies to sell your inventory ?

As a Seller you can

- Add and manage your OOH inventory
- Receive enquiries

Access Analysis and Reporting tools

# Media Agency

Ad agencies, Media buyers or Advertiser interested in buying OOH media spaces ?

As a Buyer you can

- Create campaigns
- Search extensive database of OOH media
- Send enquiries and receive response