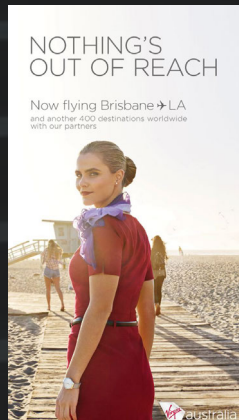
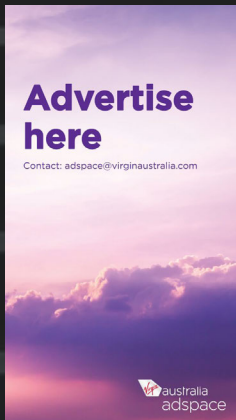
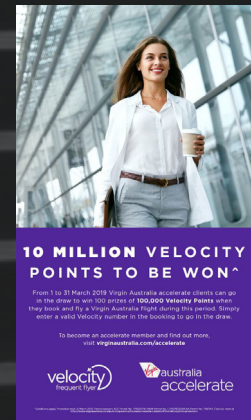


Dooh Programmatic Advertising

Virgin Ad Network

Virgin Australia and New Zealand lounge network

Based in Sydney Australia, Virgin Australia's internal Ad Group monetize foot traffic across the lounge network



The Challenge

- Deliver content based on real-time events
- Ensure relevant share of voice to advertisers
- Provide proof of play for chargeback
- Automate scheduling and distribution of campaigns on a customizable basis by event, date range and or dayparting

The Solution

- Data sets can trigger content around operational issues such as flight delays, weather at destination, and other attributes
- Automation of Share of Voice is achievable using priority placement and blended campaign features
- Reporting is customizable to impressions counts and targeted campaign requirements

The Platform

Featured functionality;

- Programmatic ad placement
- Scheduling
- Reporting
- Accounts

Platform Components;

- StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine, Campaign Manager

Hardware;

- Chrome OS Hardware