



## ARTADYS

#### **Spatial Inner Dynamic Connectivity**

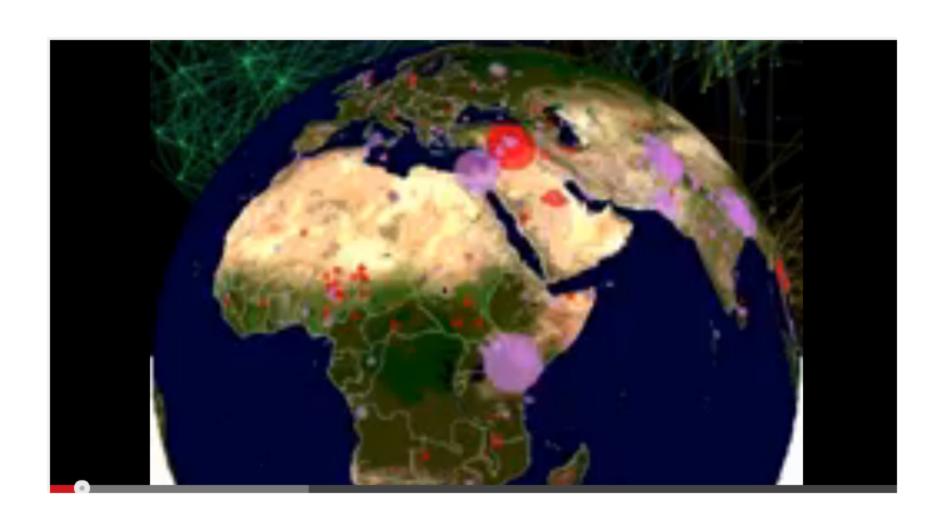
Predict live the Human behaviour

https://artadys.com/

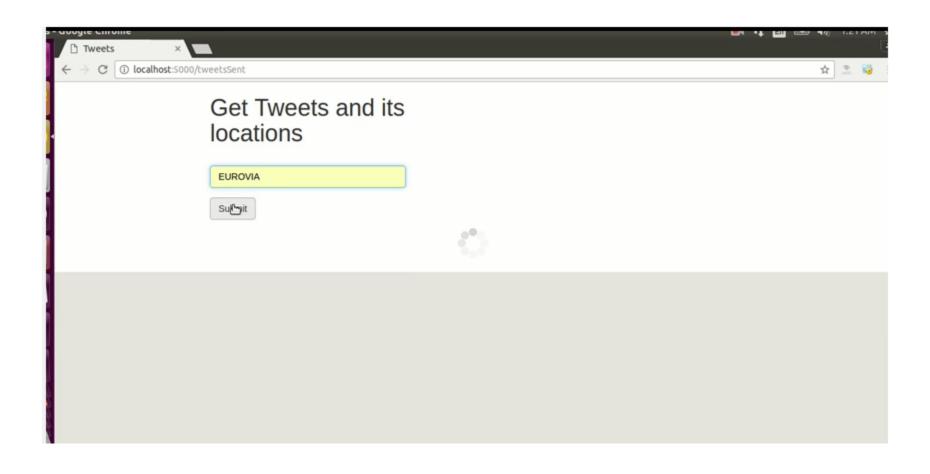
Esomar Research Rallye June 2017,22th

Christine Caggia (Askia) / Hervé Tranger (BVA)

#### 1. Get tweets and its location



# 2. Impact Analysis



#### Media planning digital advertising

=> "The right message to the right community at the right time"

#### Benefits client

- Live & dynamic measure Cost reduction & Efficiency increase
- Targeted communication
- Speak to real people (Remove any bot interaction : 75%)

#### Targets client

- Advertisers
- Media agencies
- Politics

## The change

- 1. Inner Spatial/global listen in and dynamic connectivity
- 2. Predict the change of behaviour

When display is going to become digital, Artadys allows a complete renovation of the market.

If you invest 1 million early on the morning, you will win 10 millions on the evening!

# Merci

For more Information contact ARTADYS