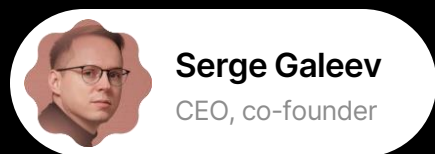




Points of sale as a digital channel



Serge Galeev

CEO, co-founder





Influence on target
audiences



Performance
metrics such as
OTS, CPM, Conversions



Trade (co-op) budget
transparency



Self-service for brands
and integrations with
external DSPs

A \$526 Billion
media opportunity
for retailers

70% HIGH-MARGIN

Ad revenue for retailers

55% YOY

FASTEST-GROWING

segment in retail

Ad revenue of Retail Media platforms



\$31.2B

Ad revenue is higher than
that of Youtube and
Microsoft



\$2.1B

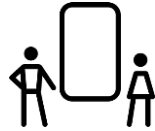
Ad revenue grew by 4
times after the launch of
the platform



\$105M

Only for the first full year
of the platform's operation

\$526 Billion



\$369 Billion in offline

Digital In-store Infrastructure



\$157 Billion in online

E-com channels

#AdTech Stack is a Key Enabler

Marketing Content Management

Direct Ad Sales automatization

Self-service portal by your brand

Demographic targeting

Audience-based campaigns

Programmatic Ad selling

Hyper-local GEO targeting

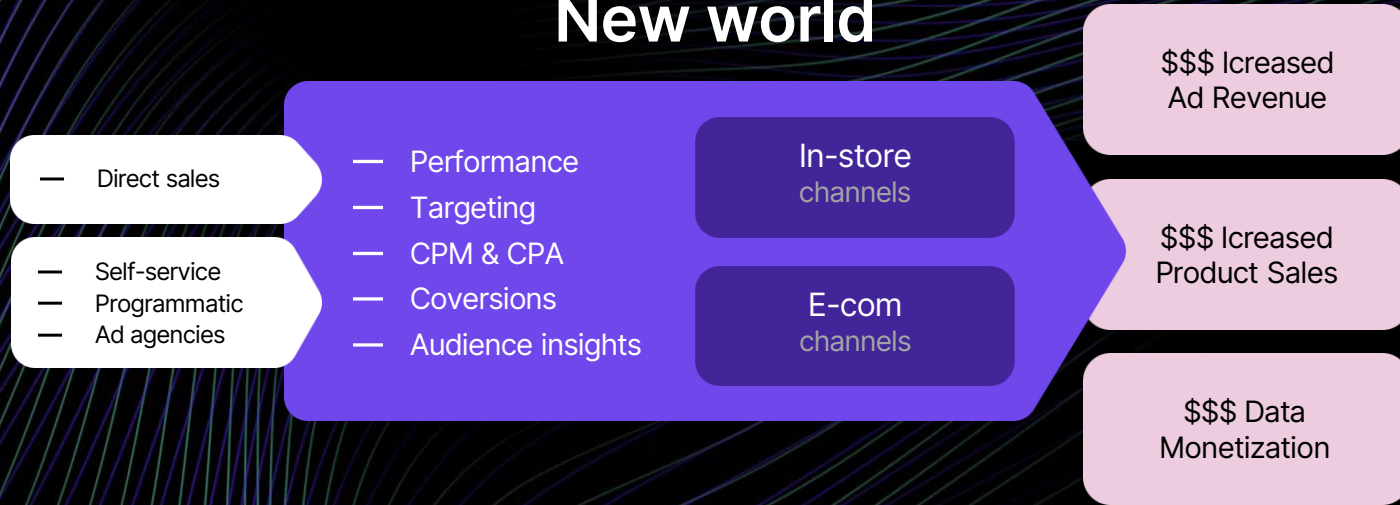
Yield management

Visual template editor

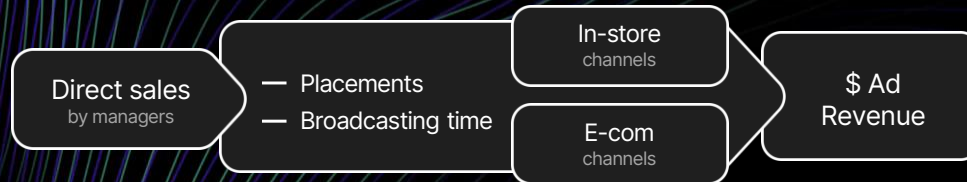
Cross-channel inventory

Network IoT management

New world



Old world



ale

ocks sale

Advertisement

How to launch into the New World?

Basic campaign

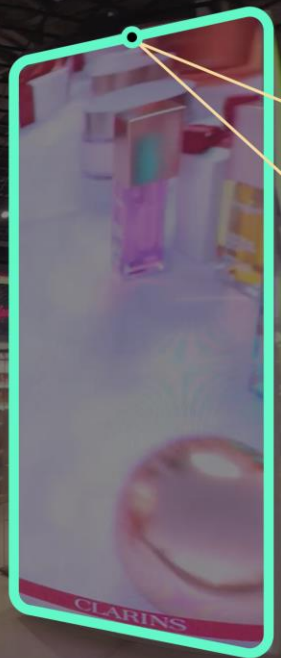
Sponsored advertisement

Announcements

Socks sale

∞ Socks sale

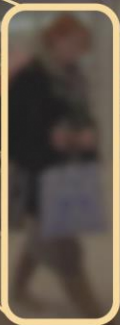
Socks sale



Screens

Shopper track 0247
Dwell 4:08 min
Gender: Woman
Age: 42
Facial hair: No
Glasses: Yes
Mask: No
Emotion: Neutral

Shopper



Shopper track 0221
Dwell 7:21 min

Shopper




Assistant

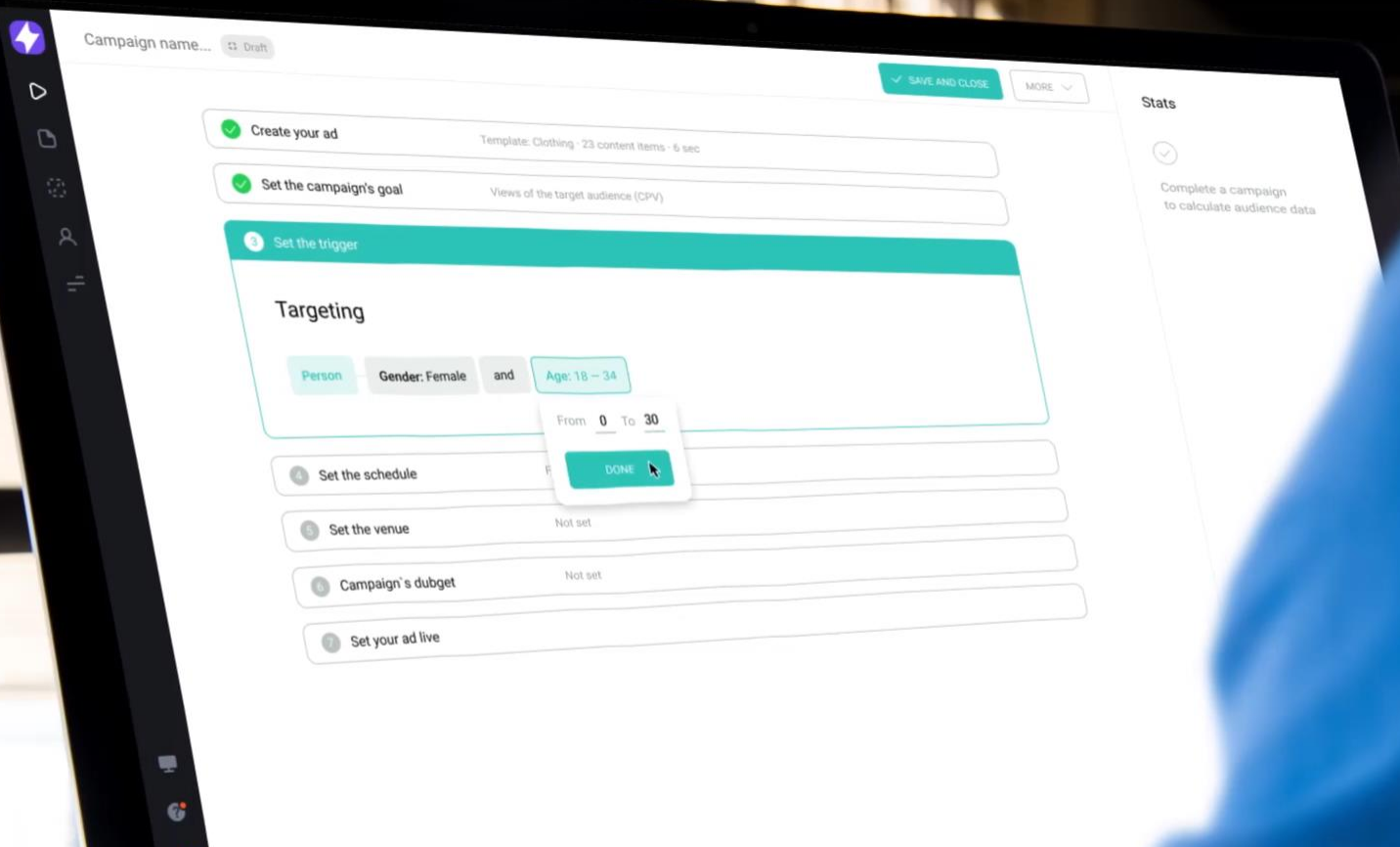


Screens

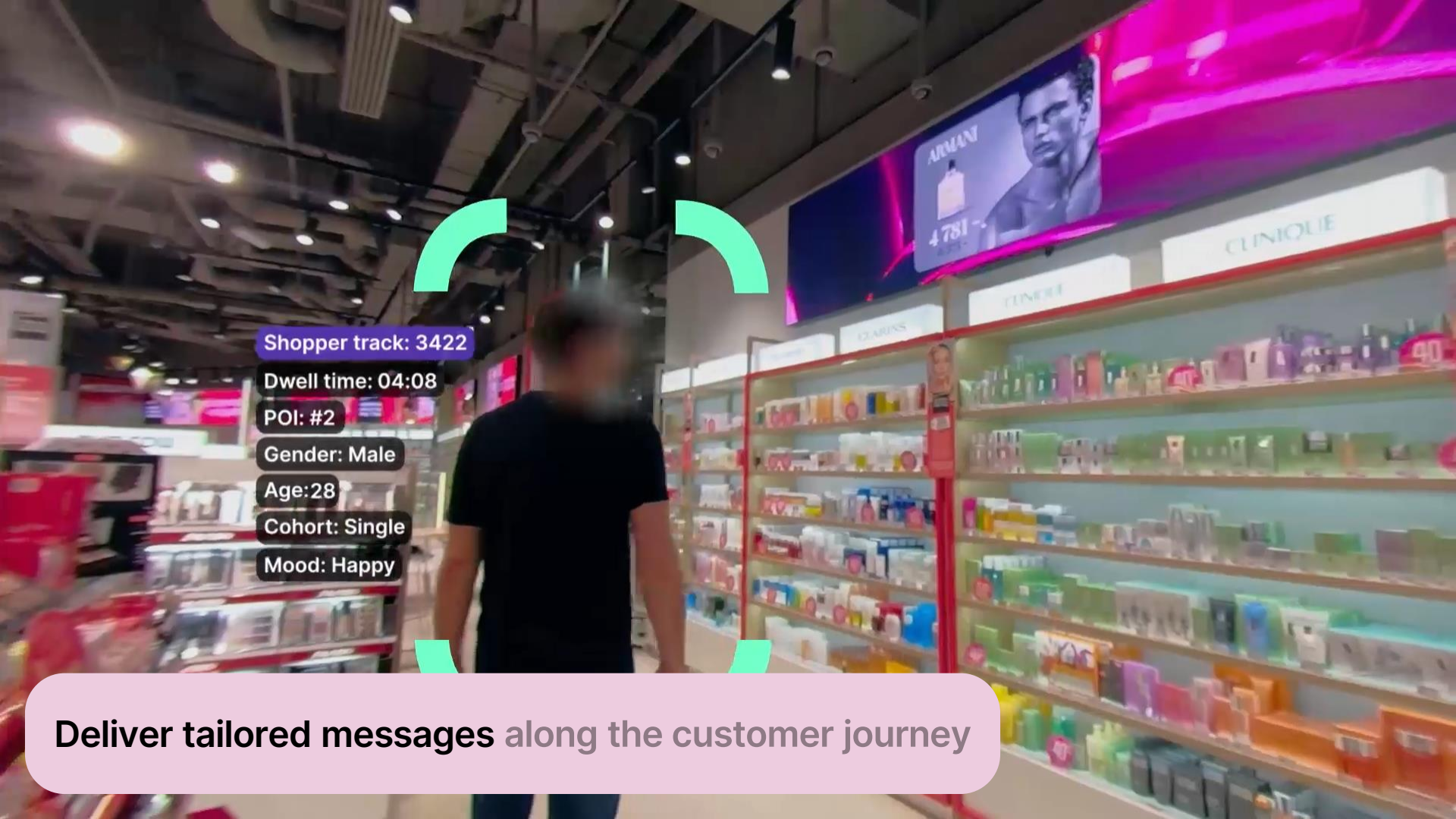


Get access to first-party data

TOP ranked by 
GDPR, CCPA compliant



Start to sell audience-based Ads on your inventory



Shopper track: 3422

Dwell time: 04:08

POI: #2

Gender: Male

Age: 28

Cohort: Single

Mood: Happy

Deliver tailored messages along the customer journey



+ CAMPAIGN

NOW



APR 2021

WEEK

FILTER

Current time: 13 Apr '21 15:45:09

Profile name



Only active campaigns

Loop

Furniture sale	Ad plays	Active	
Hardware	Calendar	Active	
Cars	Calendar	Archived	
Bakery	Calendar	For approval	
Sound shop sale	CPM	Active	
Sunglasses sale	CPM	Finished	
T-shirts sale	CPM	For approval	

Trigger based

Announcements	CPV	Paused	
---------------	-----	--------	--

Manage your own marketing content on any touchpoint

Impressions

83 / 212

Real views

132 / 200

CR (shows/views)

35%

Engagement

5 sec

View demographics

F:29% M:71%

GPR

141 / 303

Budget (USD)

120 / 1200

Shopper track: 3421

Dwell time: 6 sec

POI: #2

Gender: Female

SAMSUNG

Age: 27±5

Cohort: Family

Mood: Neutral



Combine with Programmatic Ads for new revenue



Dashboard



Balance ?

\$43512

LAST WEEK

📉 \$3512

LAST 24 HOURS

📈 \$312

Bids ?

+ ADD BID

36

LAST WEEK

📈 2

LAST 24 HOURS

📈 1

TO APPROVAL

🟡 21

PRE-APPROVED

🟢 11

REJECTED

🔴 4

Campaigns ?

112

LAST WEEK

📈 2

LAST 24 HOURS

📈 1

TO APPROVAL

🟡 21

ACTIVE

🟢 21

STOPPED

⏸ 8

FINISHED

🟠 58

REJECTED

🔴 4

Campaigns data

AUDIENCE

9234

BUDGET

1 200 USD



IMPRESSIONS

18 534

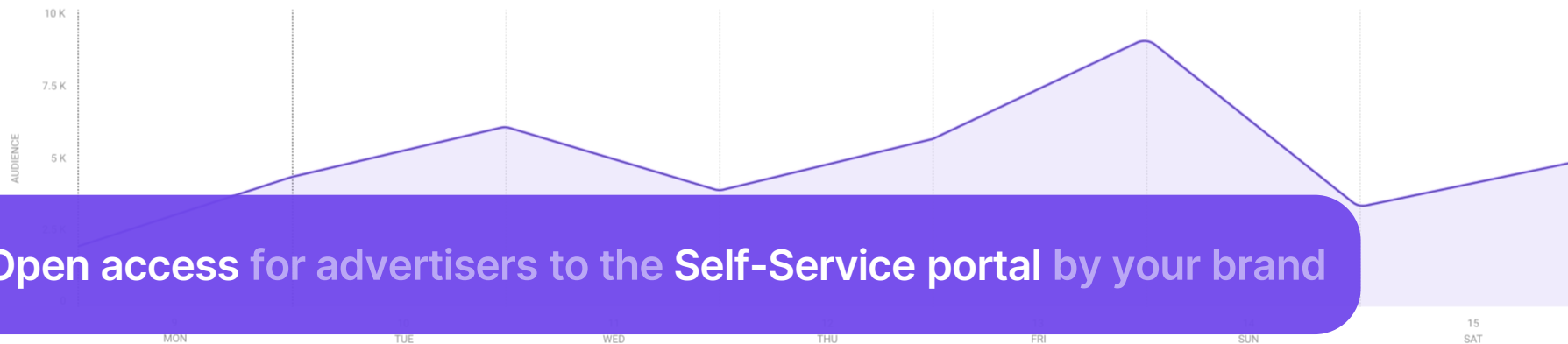
TIME FRAME

9 apr '21 — 16 apr '21



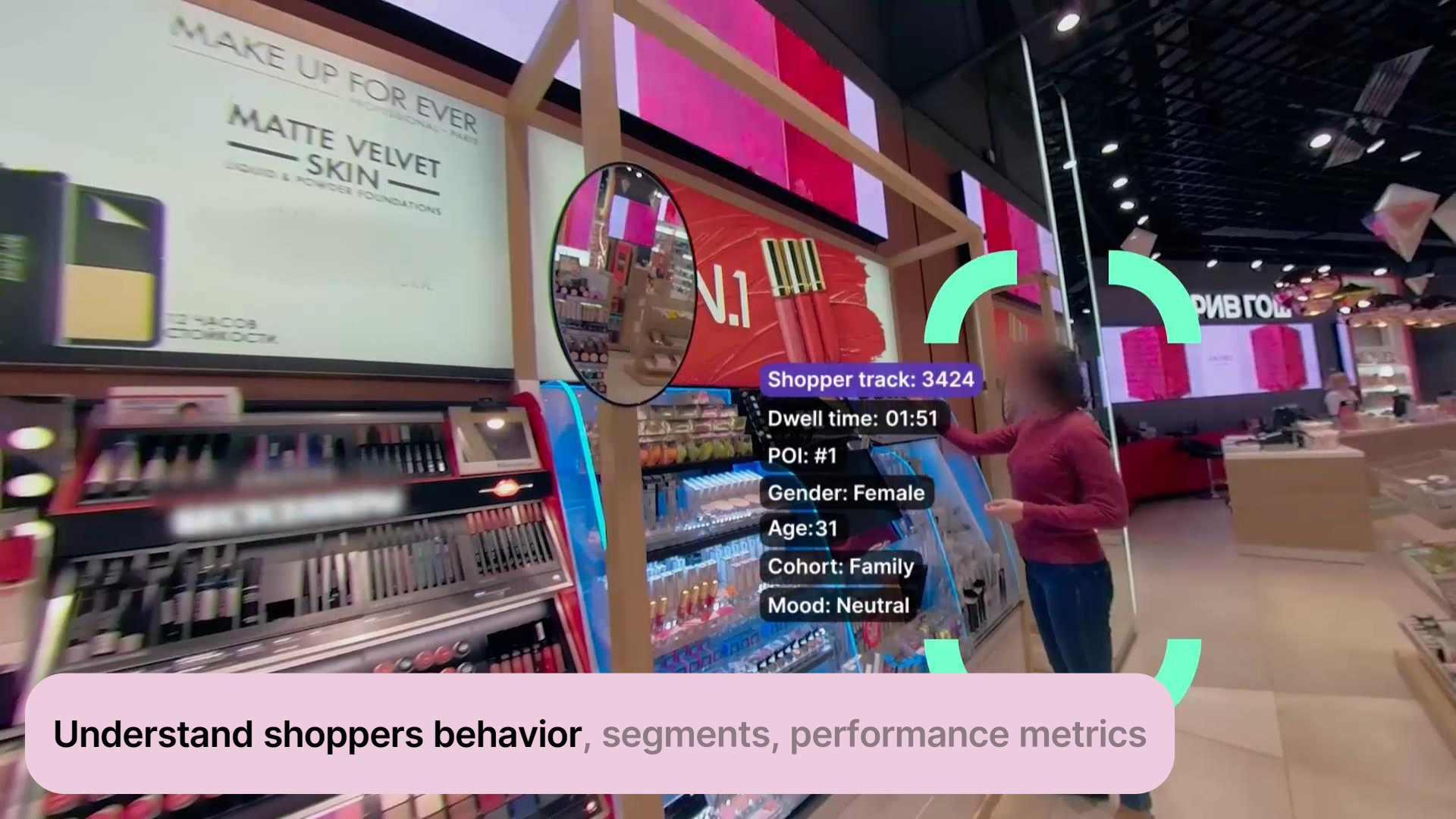
SCALE

Days



Open access for advertisers to the Self-Service portal by your brand





MAKE UP FOR EVER
PROFESSIONAL - PARIS
MATTE VELVET
SKIN
LIQUID & POWDER FOUNDATIONS



Shopper track: 3424

Dwell time: 01:51

POI: #1

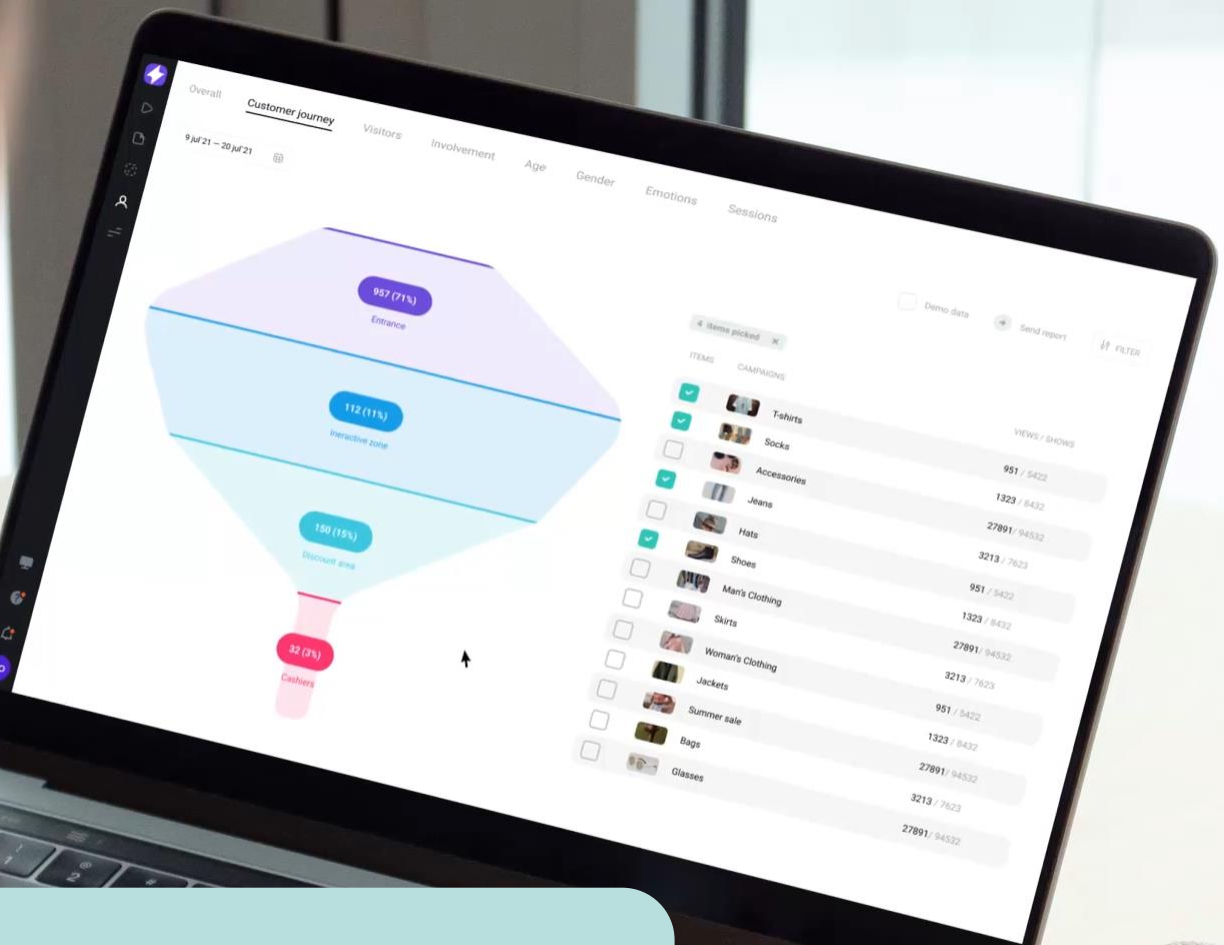
Gender: Female

Age: 31

Cohort: Family

Mood: Neutral

Understand shoppers behavior, segments, performance metrics



Maximize conversions using data-driven iterations

+2-42%

To sales

Sales boost

+\$1M

Savings per chain

**IT / Marketing
optimizations**

+\$3M

Annual Ad revenue per chain

**Retail Media
Network revenue**

Works for 300+ customers

29

Countries

10,000

Locations

42,000

Touchpoints



 Microsoft
Partner



Partner of the year
in AI and Retail



Technical innovation
In DOOH DAS



New revenue for retailers



Dixons

Performance for brands



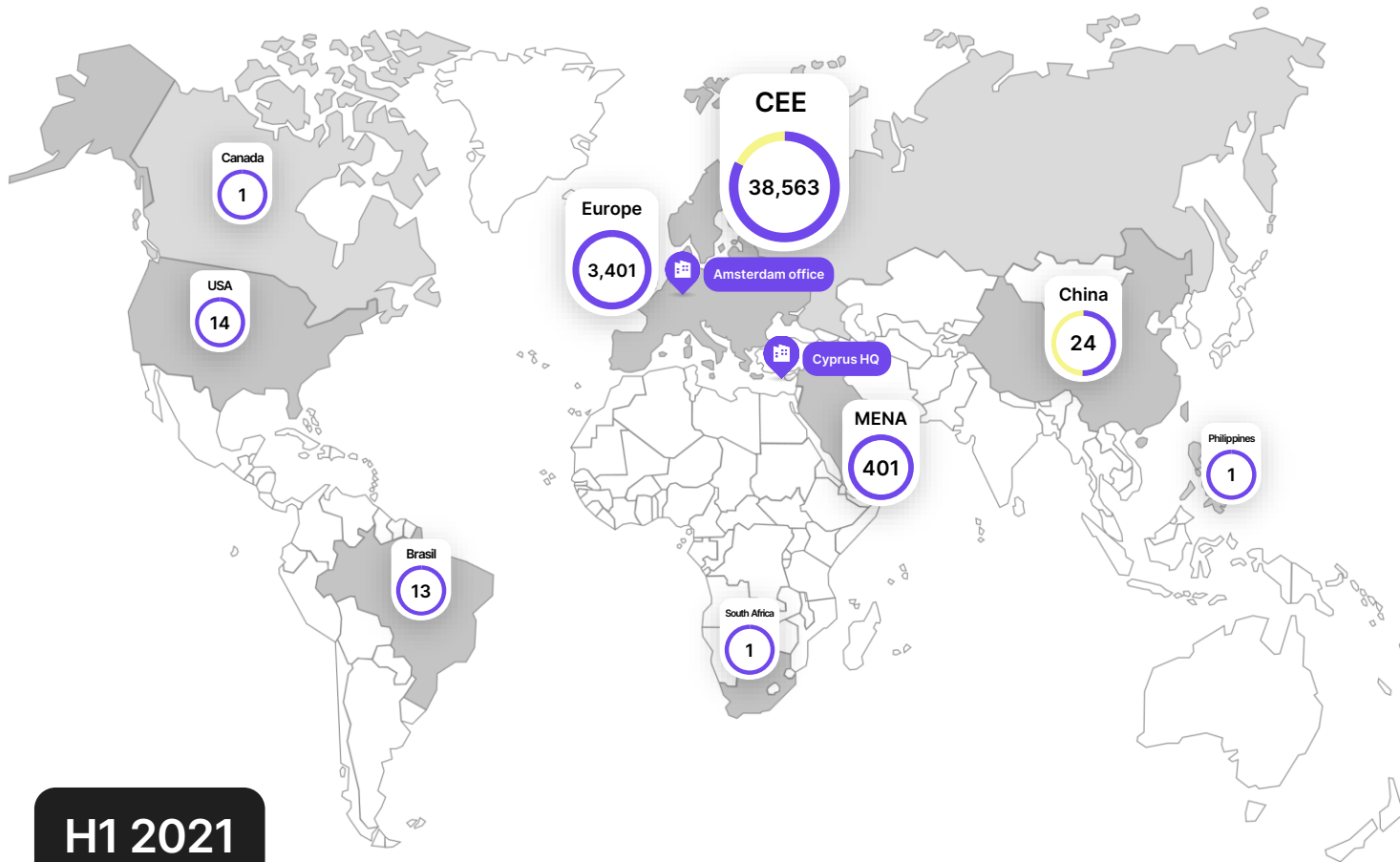
 Electrolux

L'ORÉAL

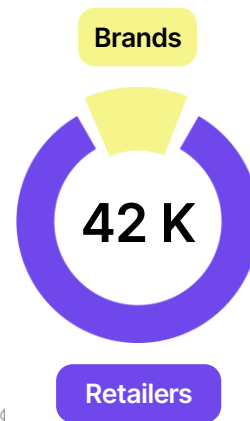
Amway

 Microsoft

H1 2021



Touchpoints



ASBIS Enterprises

Our official representative,
Value Added Distributor,
Interactive Digital Signage
HW vendor

Present in the regions

Europe

(Poland, Slovakia, Czech Republic, Hungary,
Romania, Cyprus, Baltics, Balkans, etc.)

Middle East

(UAE, GCC)

Africa

(South Africa)



Use benefits

ASBIS®
SUCCESS THROUGH FOCUS

Prestigio
SOLUTIONS



Totem

- ✓ Interact with customers due to touch screen
- ✓ Perfect solution for info services or navigation
- ✓ Additional on-line services for the customers
- ✓ Choose most suitable size of totem out of variety
- ✓ Slim design & Vandal protection



LED Shelf Signage

- ✓ Drives product sales volume and cross-selling opportunities
- ✓ Highlights advertising amongst the competitors
- ✓ Dynamic pricing and brand related information
- ✓ Cross promo/placing recommendation of product
- ✓ Optimize merchandising activities



LED Videowall & Poster

- ✓ Unvarying brightness under direct sunlight
- ✓ Can be adjusted basing on the store windows dimensions
- ✓ Side Lighting technology (Transparent)
- ✓ 75% transparency can reach up to 90%

Use benefits

ASBIS®
SUCCESS THROUGH FOCUS

Prestigio
SOLUTIONS



LCD Wall Mount

- ✓ Slim design & Metal case
- ✓ Two size options 43" or 55"
- ✓ Anti humidity, waterproof outdoor
- ✓ Functional design to suit any public place
- ✓ Usage 18x7/24x7 Landscape or portrait



Hand Sanitizer

- ✓ Built-in sanitizer dispenser and body temperature sensor (50 cm distance)
- ✓ Wall mounted or freestanding
- ✓ Available In 21.5" screen size



LCD Video Wall

- ✓ Enjoy big scale juicy video
- ✓ Choose the size that fits your business

Next step

“We are ready to make the Added Value Case and become a single provider of Performance Marketing opportunities in Brick & Mortar”



Serge Galeev

serge.galeev@displayforce.ai



displayforce

New tools are becoming more sophisticated

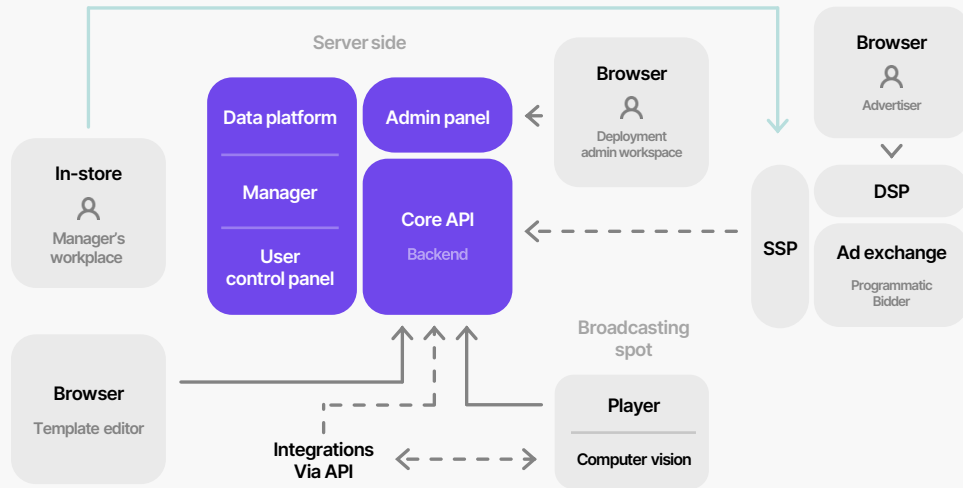
In-store



Player &
computer vision



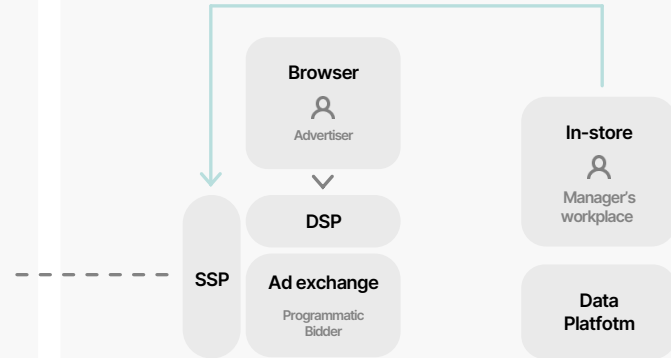
Offline video &
Audio inventory

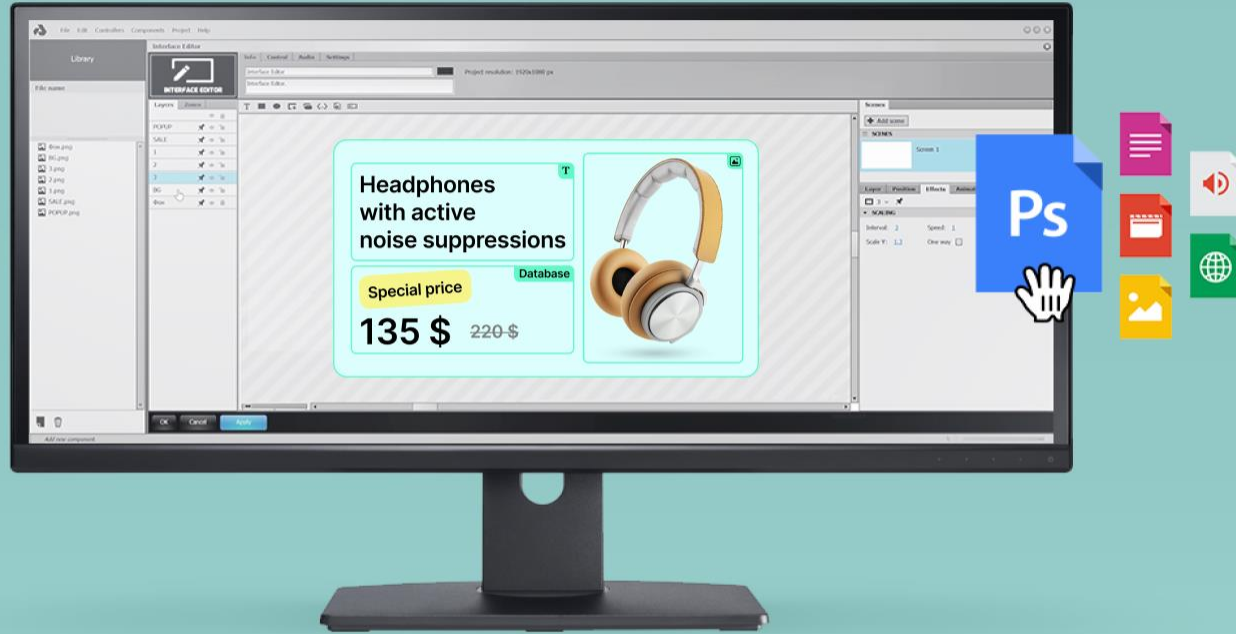


E-com

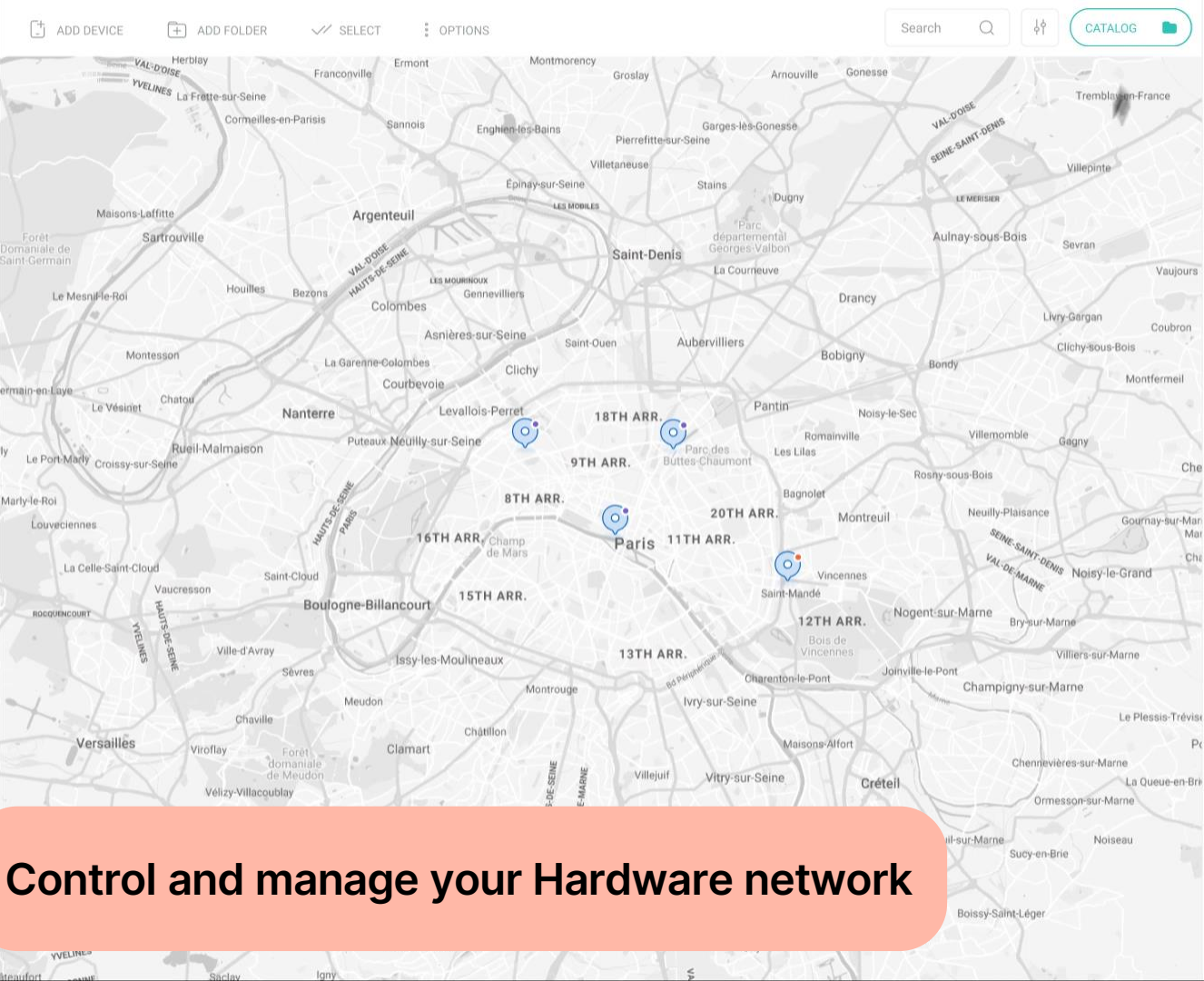
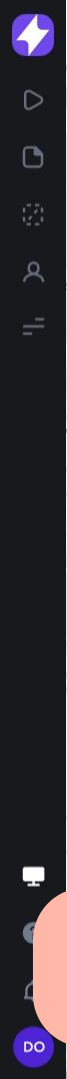


App & Website
Ad inventory





Reduce costs on content creation and integrations without coding



ADD DEVICE

+ ADD FOLDER

✓ SELECT

⋮ OPTIONS

Search



CATALOG



Devices stats

DEVICES ONLINE

70 / 2000

SUBSCRIPTIONS

1105 / 2000

NOT CONNECED

120 / 2000

CONFIRMED

83 / 2000

WARNING



2

ERRORS



2

Tags

America

Asia

Capital

Europe

Test

Licenced devices

Browse Sertified
Equipment

Control and manage your Hardware network