



**EVERY SPACE WITH AN AUDIENCE
IS A BUSINESS OPPORTUNITY**

LOHVANSUU



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CEO at DOOHLABS. We provide the intelligence and technology for monetising your audiences.

Helsinki, Southern Finland, Finland · 500+ connections

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ENTERPRISE GRADE DIGITAL SIGNAGE AND DOOH

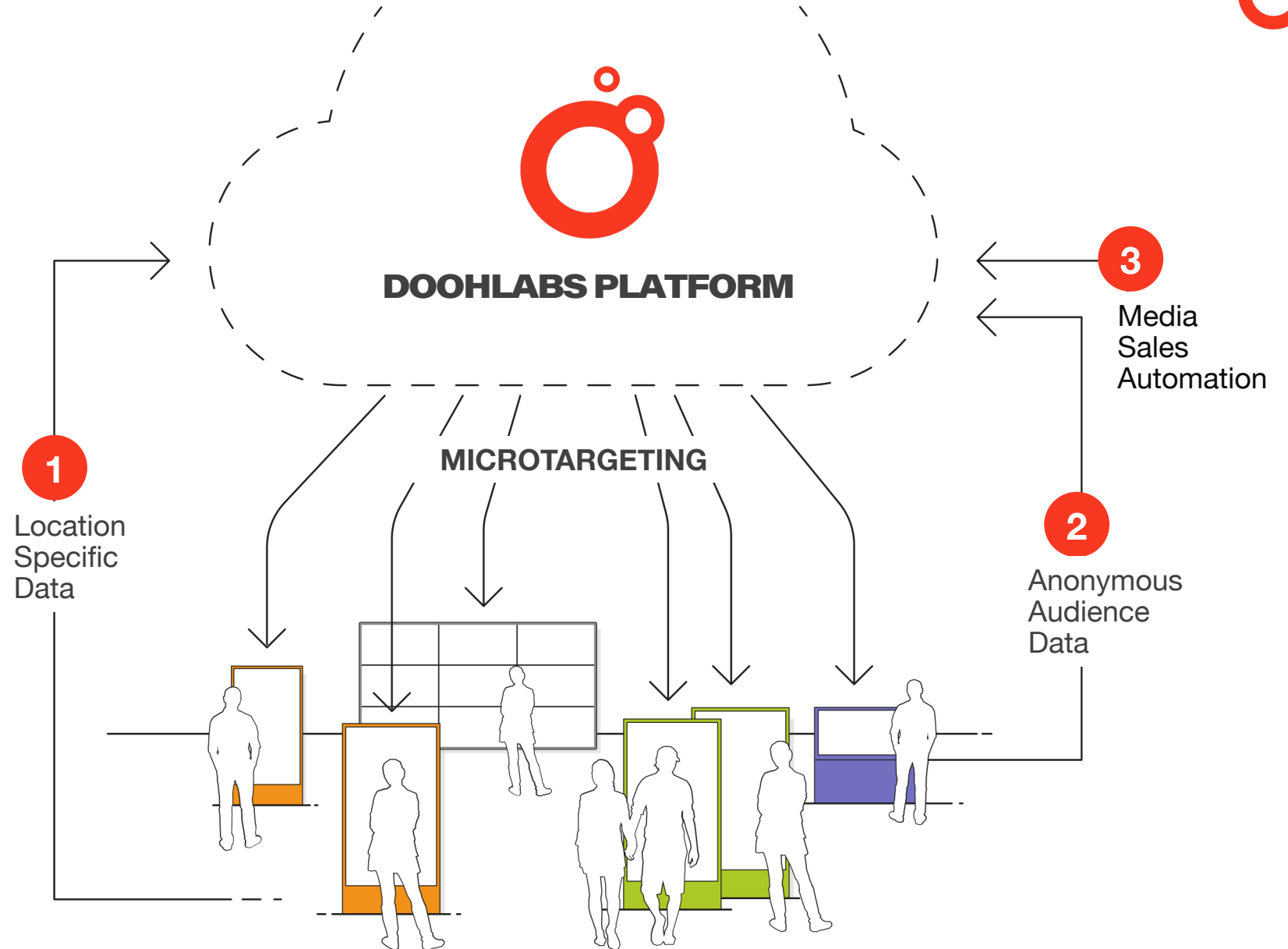




DOOHLABS DIGITAL OUT-OF-HOME ADVERTISING PLATFORM

Full solution for turning audiences into a revenue stream.

1. Targeted advertising
2. Automated media sales
3. Trade Marketing Automation

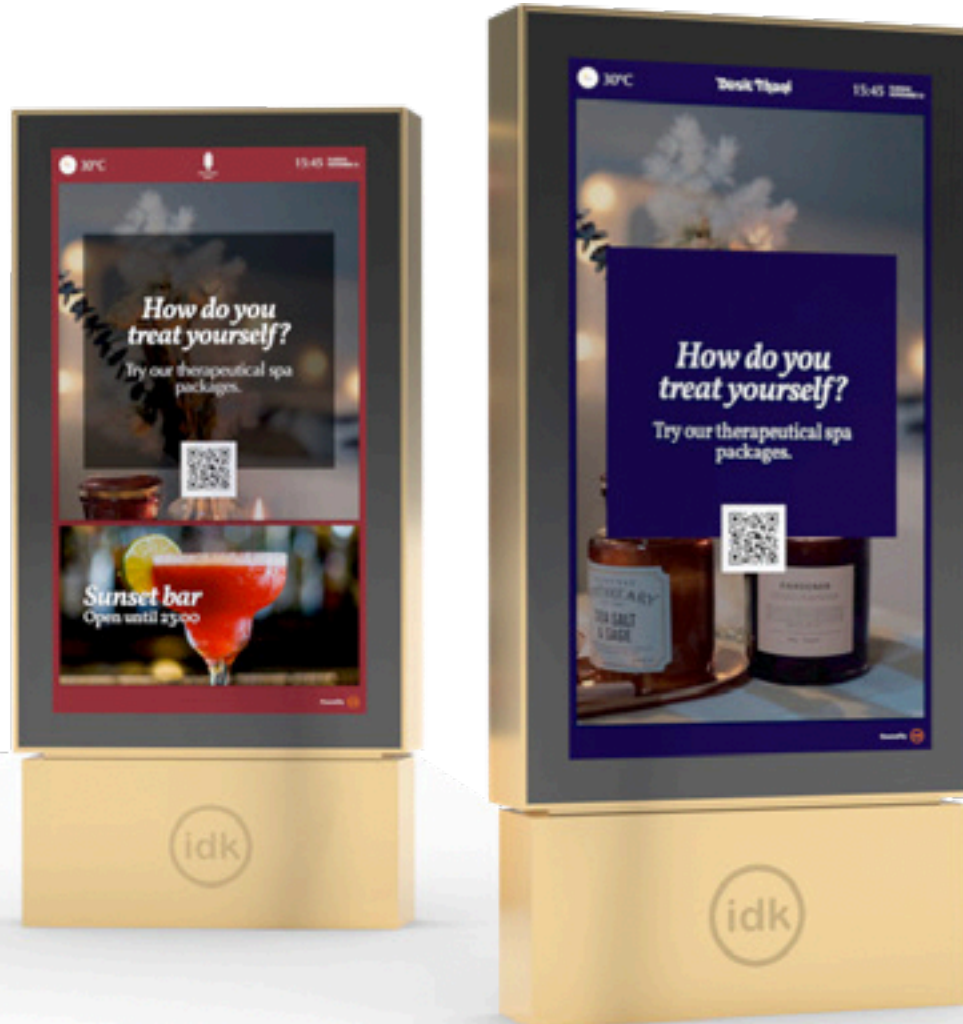


GREETINGS FROM...
ABU DHABI





CASE GULF REGION



“IDK

works with tourists organisations to provide utility for hotels and their clients on one hand and as a medium of advertising by those targeting this premium audience.”

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BUSINESS PROBLEM

COMPLEX ENVIRONMENT

- 380 screens end of 2020
- 5-star hotels (60%)
- 4 Golf-courses
- Unipoles & giant led (12)

High-end clientele

Rush-hour traffic

Locals

International tourists



PROBLEM WITH DOOH/DS SOFTWARE
BUILT FOR CONTENT MANAGEMENT,
NOT BUSINESS



PROBLEM WITH DOOH/DS SOFTWARE

**BUILT FOR CONTENT MANAGEMENT,
NOT BUSINESS**

**HOW TO MAXIMISE
REVENUE &
REACH?**



BUSINESS PROBLEM

NO DATA

- In retail, customer has a wealth of data
- Multiple high-end hotel chains
- No unified data model to be used for targeting
- Where to get the base data?
- Hotel chain data can be used to provide richer details
- Fast ramp-up needed!

VARIOUS DATA SOURCES FOR **AUDIENCE TARGETING**

Assess and combine data from relevant sources

- Anonymised sales
- Loyalty cards
- Teleoperators
- Public sources
- Camera/sensors, etc.

Targeting engine works well with masked data and does not require confidential customer data.

MEDIA SALES

BOOKING CALENDAR

Next week

92%

Next month

66%

Next quarter

12%

APRIL

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV

DEC

JAN

AUDIENCES

Week 15

Week 16

Week 17

City Culture Freaks

OTC 24 000

1 Available
3 Prebooked
7500€

Sold

0 Available
2 Prebooked
8000€

Urban Dwellers

OTC 32 000

Sold

Sold

0 Available
1 Prebooked
6000€

Cozy, Shiny Happy People

OTC 18 000

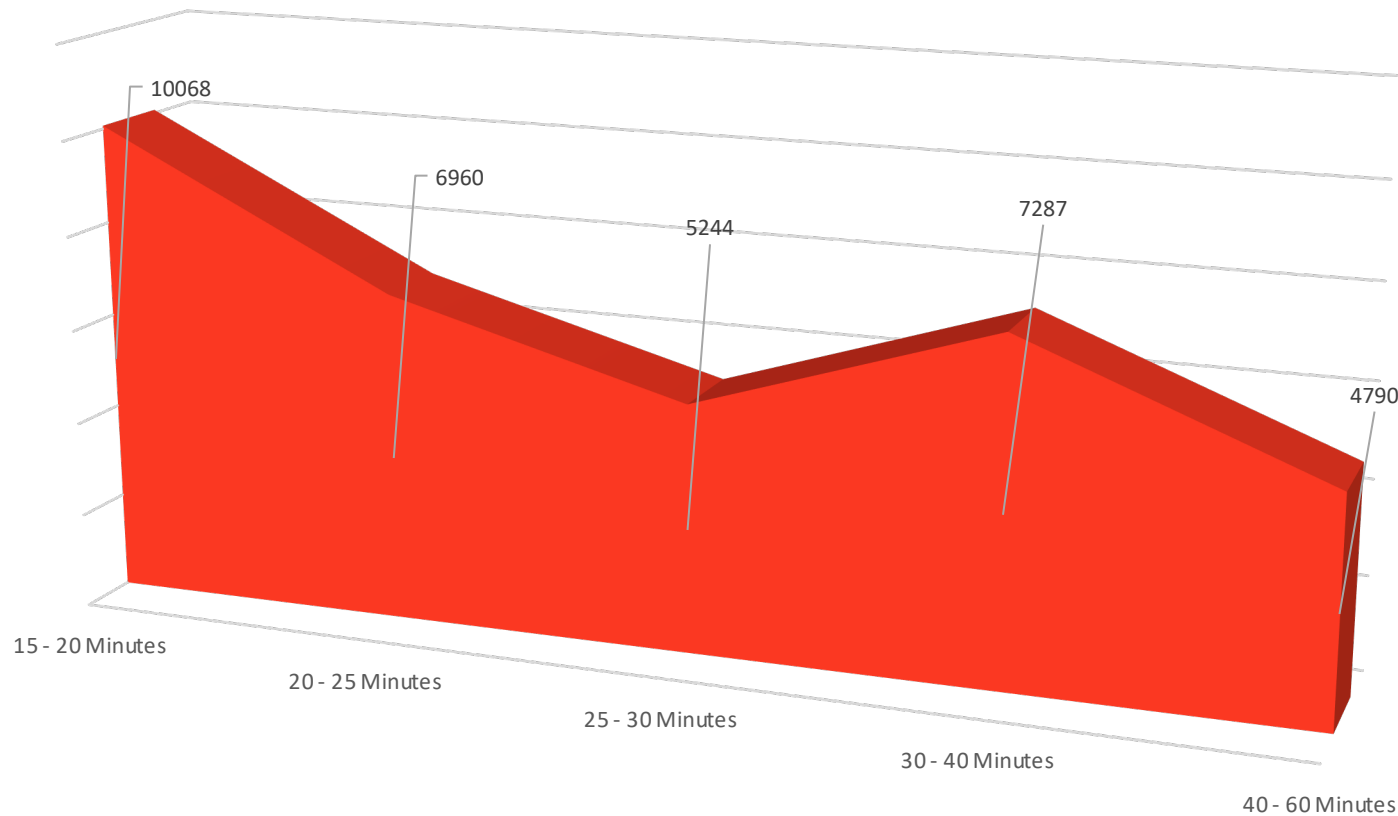
0 Available
3 Prebooked
6000€

1 Available
3 Prebooked
5000€

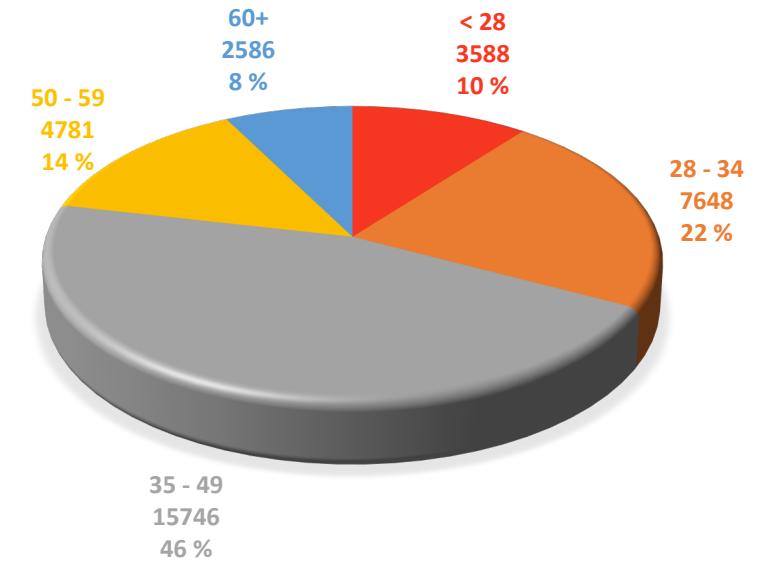
4 Available
0 Prebooked
5000€

DATA AGNOSTIC TARGETING ENGINE

HARVEST MULTIPLE DATAPOINTS



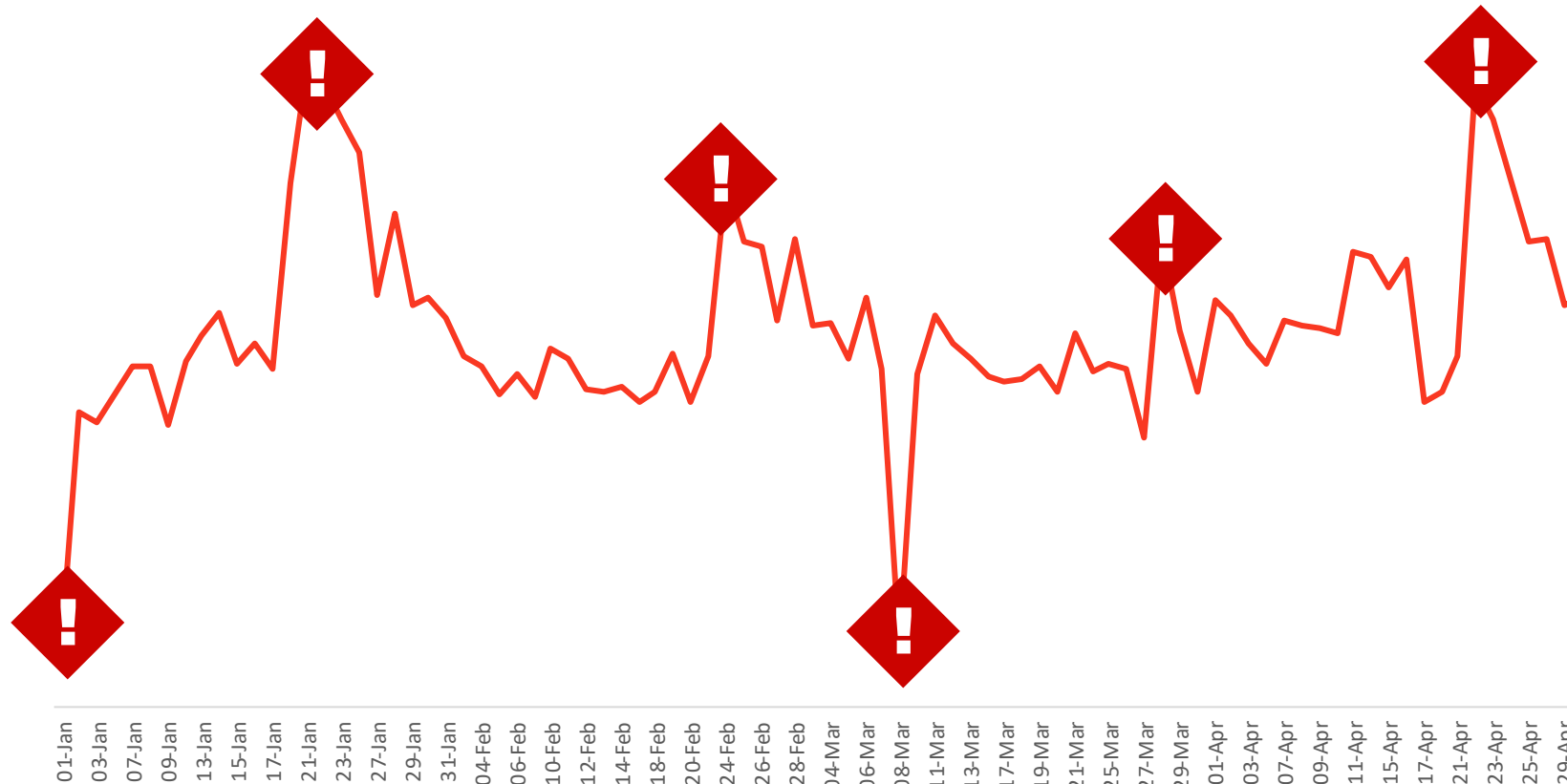
TARGETED AREA VISITORS AVERAGE STAY DURATION



AGE GROUPS

INTELLIGENT INVENTORY MANAGEMENT

ANOMALY DETECTION & FORECASTING



- Base-data combined with anomalies related to a single hotel
- Hotel clientele makes big difference on targeting!
- Some hotel quests are locals or expats living in long-term, not just tourists
- Both indoor and outdoor visibility

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Reveal and reach the customer behind the data

[WATCH CUSTOBAR DEMO](#)

Custobar is the premier customer data and marketing automation platform that combines online and offline data into a single, actionable customer 360° view.

Bring your app to life with push messages or send emails and smses to all your customers' experience with you.

Do you have a question in mind?



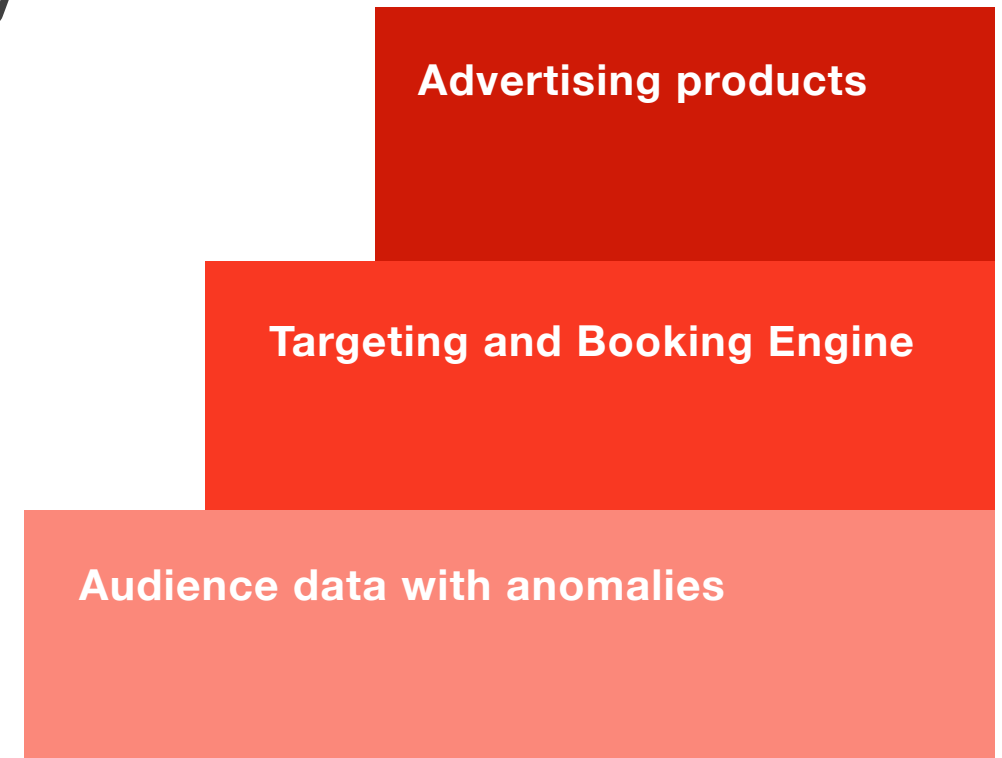
You dreamt of a perfect CDP. We created it.



MORE REVENUE

CREATING PRODUCTS ON TOP OF AUDIENCES

- Data is just the starting point
- High-quality data ensures high-quality audiences
- Audiences are used to create high-impact, data-driven advertising products
- Easy to buy, also programmatically

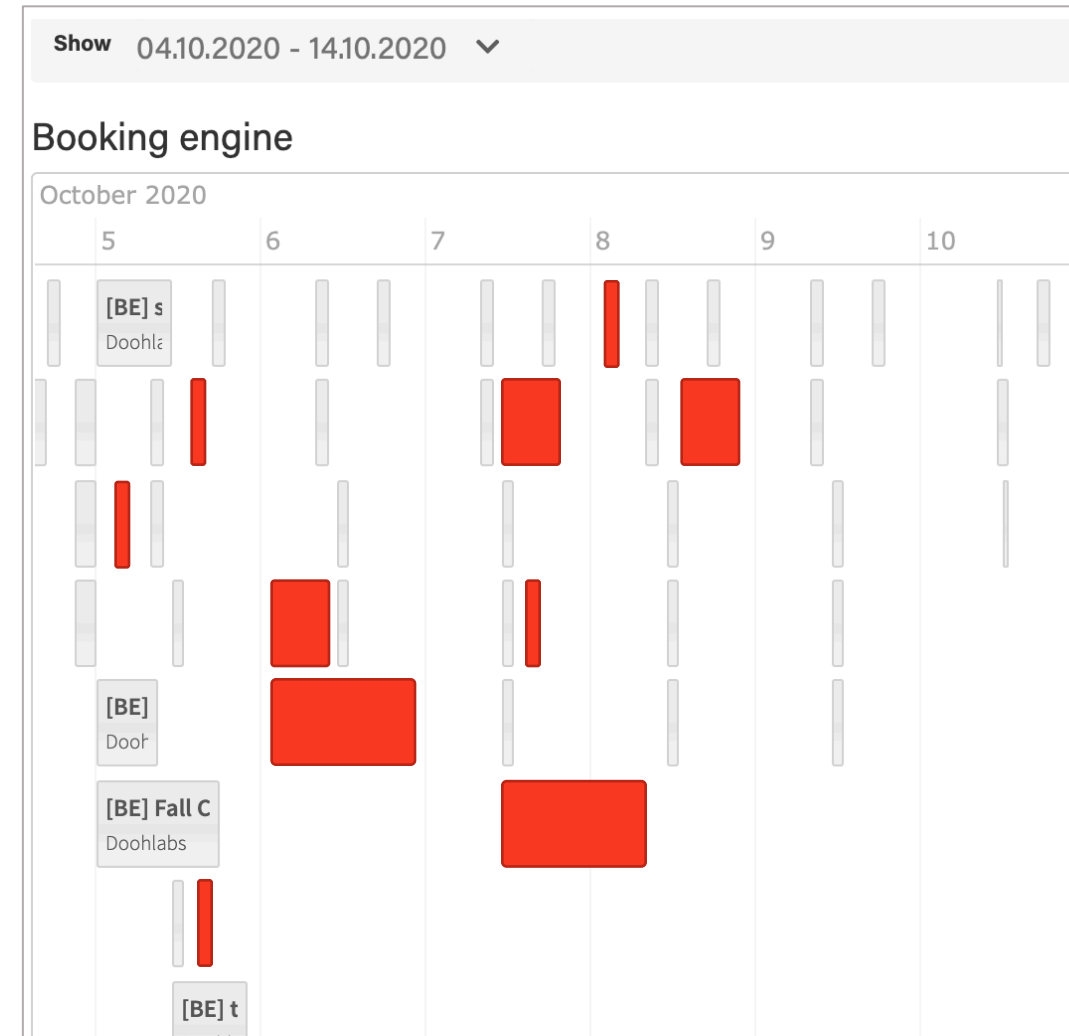
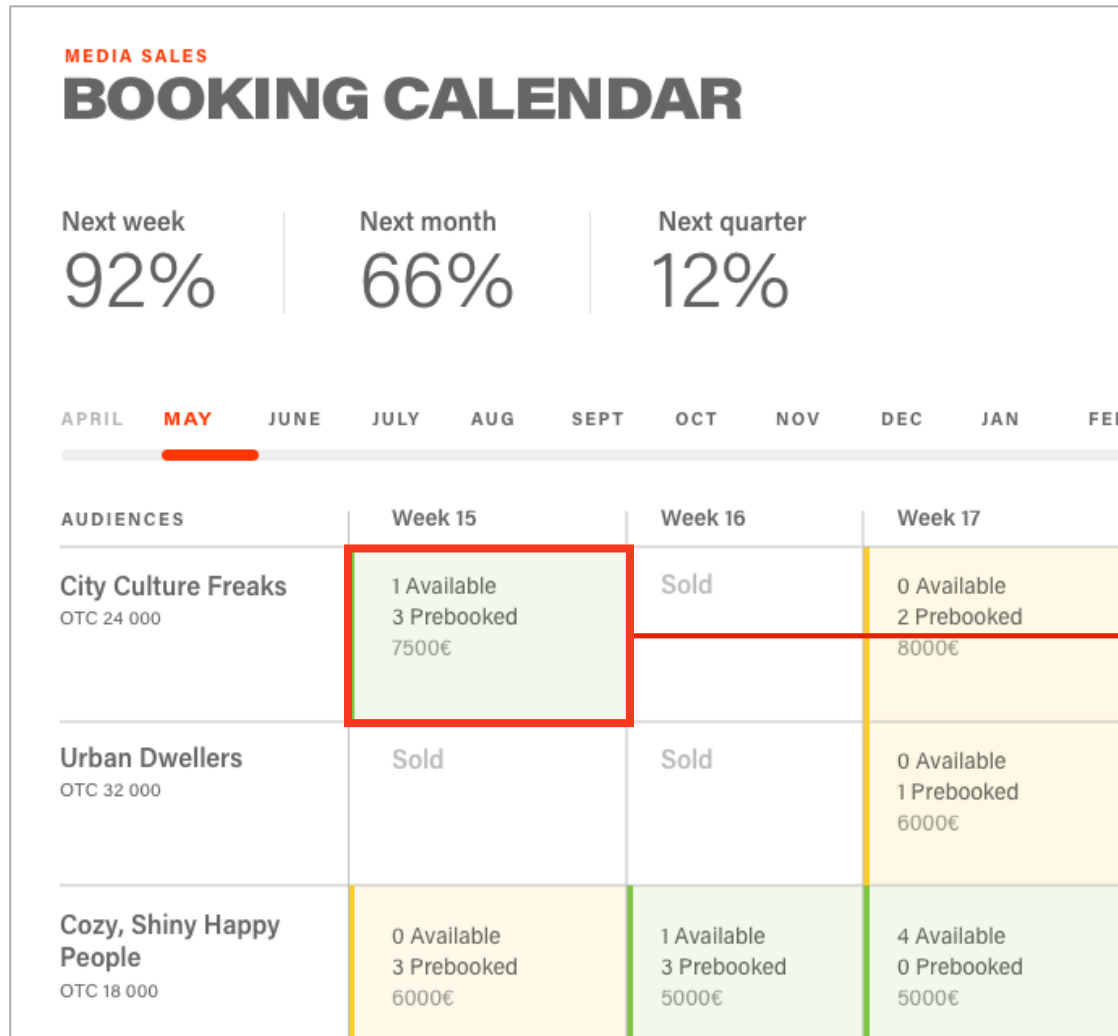


AUDIENCE & LOCATION BASED PER SCREEN

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AUTOMATION RULES

AUDIENCE BASED TARGETING FOR EACH SCREEN

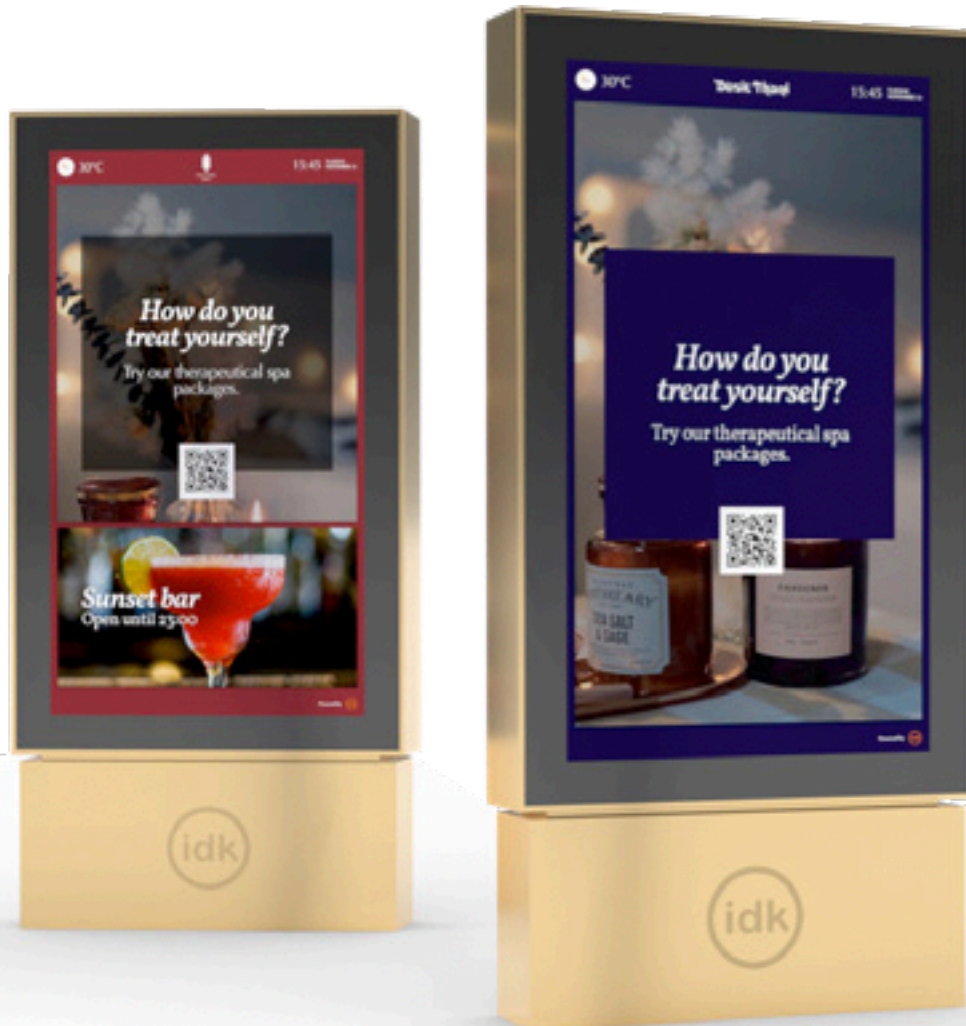




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CASE LESSONS LEARNED



- USE THE RIGHT TOOLS
- RAMP-UP QUICKLY
- DON'T BE AFRAID OF DATA
- INCREASE THE DATA QUALITY GRADUALLY



FUTURE OF OUT-OF-HOME MORE GRANULAR AUDIENCES



FUTURE OF SCREENS FROM WALLS TO SHELF-ENDS





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