

taggalo® for Digital-Out-Of-Home



the new force
in the digital out of home and
the retail market



Proof-of-display
Beta release October13



Proof-of-audience
Beta release November13



Taggalo for DOOH

Taggalo is a revolutionary web-based analytics platform, compliant with international best practices (e.g. US DPAA), which relies on a patented, low cost optical microchip smart sensors

World#1



PROOF-OF-DISPLAY
Track real impressions as displayed on screens



AUDIENCE COUNTER
Capture how many people are looking at the screen and the dwell time



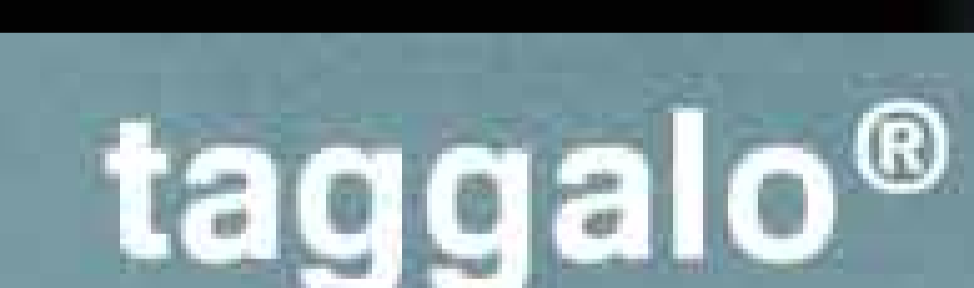
FASHION FINGERPRINT
Capture how people are dressed and their emotional appeal



EYES TRACKING
Detect where people are looking

Proof-of-display (Beta October 13)

- * accountable
- * technology agnostic
- * plug&play
- * maintenance free
- * business continuity bundle
- * real-time proof-of-performance
- * lowcost/highvalue



How, what and why to measure in a typical DOOH context

- ▶ To measure the real proof-of-display
- ▶ To Measure people traffic/OTS
- ▶ To cluster them by gender
- ▶ To measure the engagement with the 'structure'
- ▶ To evaluate their interest, their attraction and attention rate
- ▶ To measure Advertising pressure (benchmarking with other media)
- ▶ To measure communication effectiveness
- ▶ To understand the DOOH network potential
- ▶ To make a effective planning of DOOH locations

www.taggalo.co.uk