

PROM™

PROactive Marketing for Out-of-Home Digital Advertising

Targeted advertising for out-of-home displays is an effective way to increase the return on advertising dollars. TruMedia PROM enables real-time advertising that targets the current audience, without relying on statistical audience models or on viewer cooperation. Using PROM advertisers can adapt their content in real time to match the viewing audience for truly pro-active advertising.

TruMedia PROM integrates with media players and content management systems via a real-time messaging interface – the PROM API. When queried, the PROM API responds with the number of current viewers, the number of non-viewers and their demographic segmentation – by gender and age group. The media player then selects the message to play based on current audience characteristics and other considerations, thereby increasing brand awareness within its target audience, sales of advertised products and overall screen effectiveness.



Audience tracking is performed by an array of proprietary algorithms running on TruMedia embedded video analysis products, for example – AlliO: All in One device that integrates wide dynamic range cameras with a state of the art embedded media processor.



PROM generates multiple layers of audience information and the possibilities are endless. For example, if the majority of viewers are female, the player may select system to a female oriented ad such as cosmetics. If the current audience is mostly children, an ad which appeals to that particular age group may be selected.

In another application, multiple choices are predefined for each time slot and the most appropriate choice is made based on audience demographics. In yet another application, specific messages shall play in their turn, only if specific audience conditions (such as at least 3 males in the audience) are satisfied.

Basic PROM provides coarse audience size indicators (Zero, Low, Medium and High) with user selectable thresholds. In one Basic PROM application, a message shall be delayed, within limits till the audience size is Medium or above. Single Value PROM or “SVP” supports close range, interactive applications such as kiosks and touch screens by providing detailed information about the key viewer closest to the screen. Finally, a measurement layer or “PPQ” supports ad-accurate audience counts that may be the basis for Pay per Qualified viewer charge models.