Case Study

AI INTERACTIVE DOOH SOLUTIONS

JWS
NEXT IS NOW

INTRODUCTION

The client is deploying 75 Inch screens across railway stations and government offices across multiple cities in India. The goal is to make the screens more interactive to focus on information exchange with advertising being a secondary goal.

PROBLEM

The current systems aren't providing a library of AI based interactions and mostly focus on a programmatic platform for advertising real estate management.

There is also no recurring attention capturing capability of the existing DOOH networks and these are focused primarily for advertising across different locations. These also lack the ability to capture the customer analytics with any demographic segmentation or viewing reports.

SOLUTION

Key Metrics

The Interactions with the screens defines the success of the solutions and there has been an overwhelming response from the market for the same.

70%
Higher Engagement

40%
Higher Brand Recall

1 **AI Based Interactions**

Creating a range of different interactions ranging from voice to gesture control providing a faster adoption for everyday users across the socio-economic spectrum.

2 **3rd Party Integrations**

The platform is compatible with APIs from other platforms from both government and private organizations. This allows live data feed and a larger data set for the customers.

3 **Customer Analytics**

Providing detailed analytics of the customer with optional demographic segmentation and also more complex KPIs such as dwell time, individual attention rate, etc.

4 **Interactions Library**

We are working continuously to keep updating the AI interactions library for advertisers while also offering bespoke gestures specific to brand, campaign requirements.

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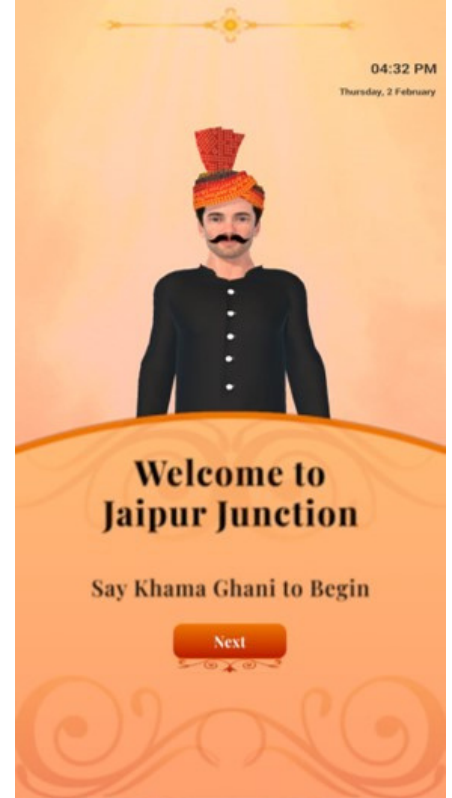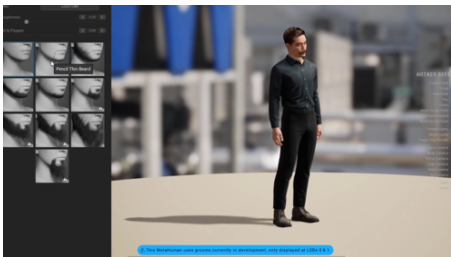
Organization Profile

- India
- Railway Stations
- 5 Live Screens
- 100+ Screens by June 2023

SERVICES OFFERED ⌄

Considering our range of offerings we were able to work closely with the client to provide a range of solutions across domains for better technology, strategy, execution and long term scalability of the platform across multiple locations.

Technology Development

Management Consultancy

CONCLUSION ⌄

The current deployment has opened interest from multiple states, government offices, for deployment as both an information providing kiosk and more functional solutions such as ticketing, etc.