

A woman with dark hair tied back, wearing a dark top, is looking towards the camera while standing in a grocery store aisle. She is reaching up towards a shelf. In the background, there are various advertisements on the shelves, including one for "SPICE UP YOUR SENSES" and another for "FEEL ASIA".

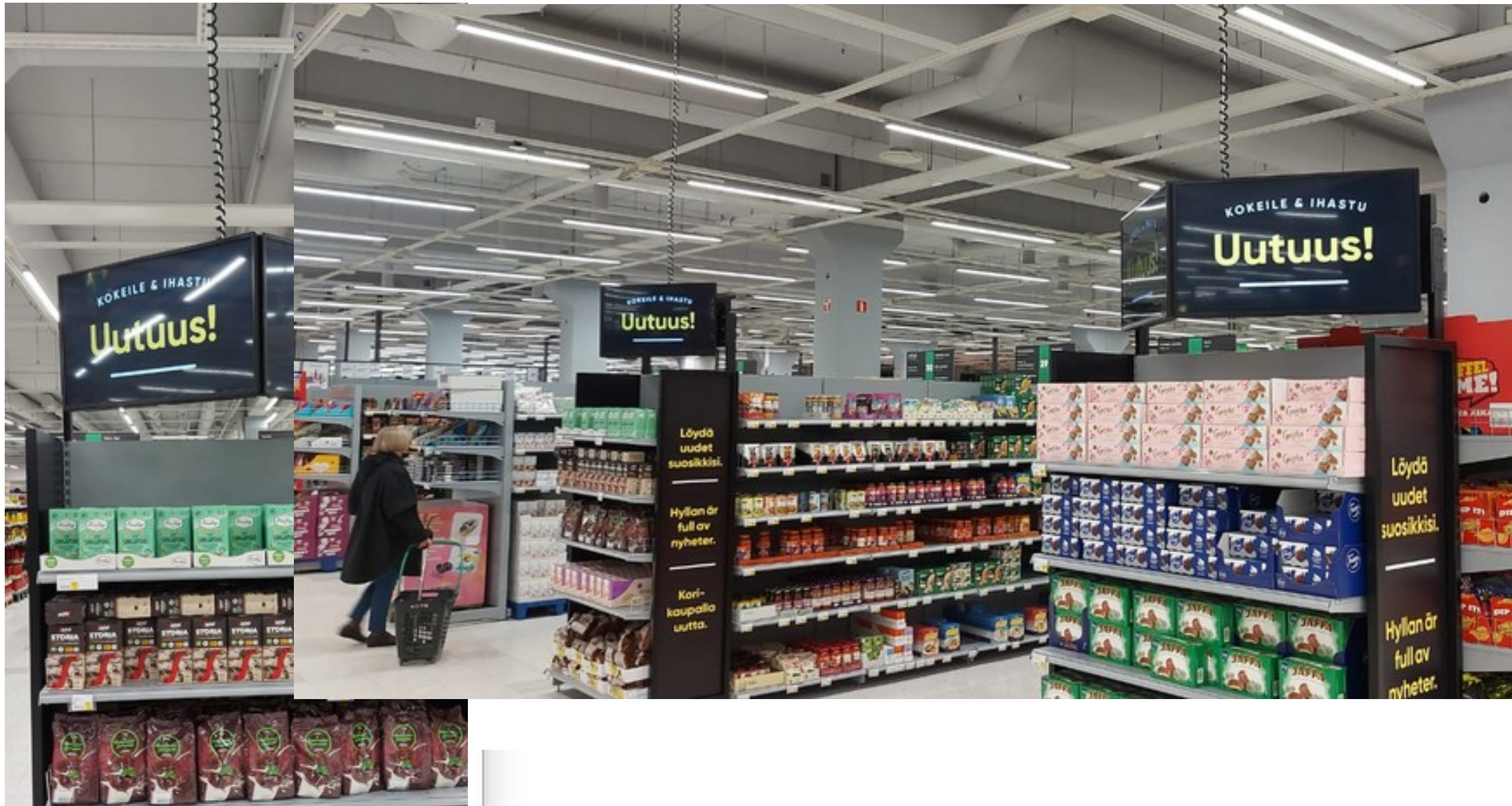
SaaS for  
**In-Store Advertising  
Automation**

**#retailtech #adtech**

# Terminologiaa

- OOH (Out-of-Home) Marketing = Ulkomainonta
- DOOH Marketing, Digital OOH = Digitaalinen ulkomainonta
- Digital Signage = Näyttöviestintä
- CSM (Category Management System) = Tuotekategoriahallinnan järjestelmä
- CPM (Cost-per-Mille) = Hinta per 1.000 näyttökertaa

# Twin screen end-caps



# Its all over the media

THE WALL STREET JOURNAL. Janne Lohvansuu ▾

Home World U.S. Politics Economy Business Tech **Markets** Opinion Life & Arts Real Estate WSJ Magazine 🔍

HEARD ON THE STREET

## How Walmart, Kroger Plan to Become Advertising Giants

Retail titans can capitalize on the pandemic-driven surge in e-commerce by revving up their online-advertising plans



The illustration features two stylized figures in black suits and white shirts. Their heads are replaced by blue and silver megaphones. They stand on black shopping carts; the left one has the Walmart logo and the right one has the Kroger logo. The background is a bright yellow field with a white geometric network pattern of lines and dots. At the bottom, four black virus-like icons with spiky edges are arranged in a row.



# Retail is being pushed into its' biggest renaissance

Retail morphs into **MEDIA BUSINESS** in a hunt for higher margins

Omnichannel journeys shape **RICHER IN-STORE EXPERIENCES**

This is causing **THE AMOUNT OF IN-STORE SCREENS TO EXPLODE**



According to Bloomberg

Walmart has more monthly visitors to both its brick-and-mortar and online stores than Google, Facebook and Amazon.



# End caps are going to be big





# Current value chain serves only the middlemen

## Advertisers

- Digital out-of-home as a separate advertising medium
- No access to data
- Untargeted in-store advertising
- Superficial reporting

## Media Sales

- High commissions, high commitment
- Proprietary booking software
- Labour intensive sales
- Middlemen owns advertisers

JCDecaux

Clear Channel

## Retailer

- Basic Digital Signage
- Bulk, untargeted advertising
- Low yield per screen
- Expensive to scale network



Walmart



Without  
Doohlabs Platform



# Remove unnecessary actors, manual processes & software

## Advertisers

- Digital out-of-home as a part of omnichannel campaigns
- Targeted in-store advertising
- Detailed reporting with sales attribution
- Trade partners included

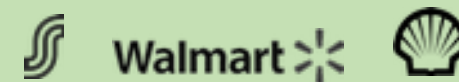
## Media Sales

- Easy to change or drop off - low commissions
- Retailer owns platform and advertisers
- Automated sales & programmatic



## Retailer

- DS Integral part of ad-tech stack
- Automated targeted advertising
- Higher CPM & optimised inventory
- Easily scalable one platform



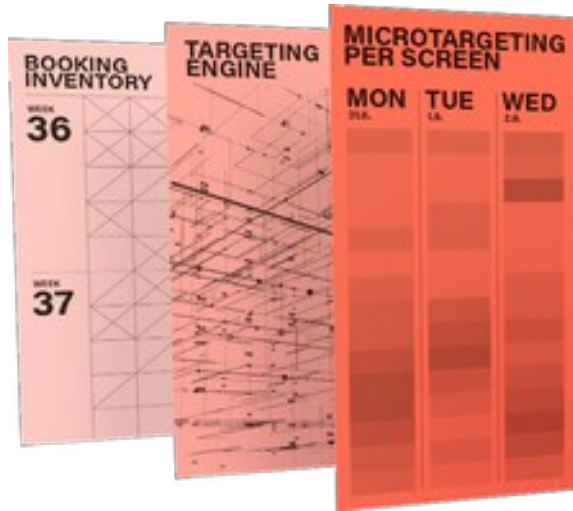
With  
**Doohlabs Platform**

End-to-end automation for in-store advertising media sales and trade marketing

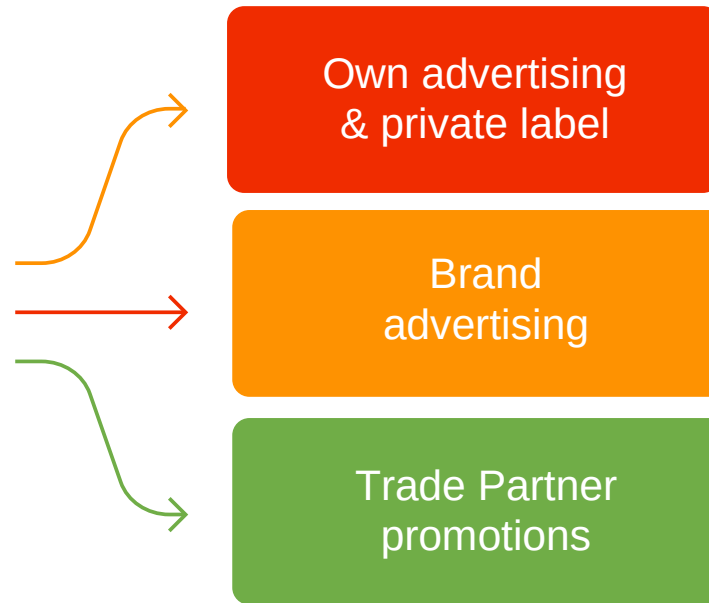


# Doohlabs Platform

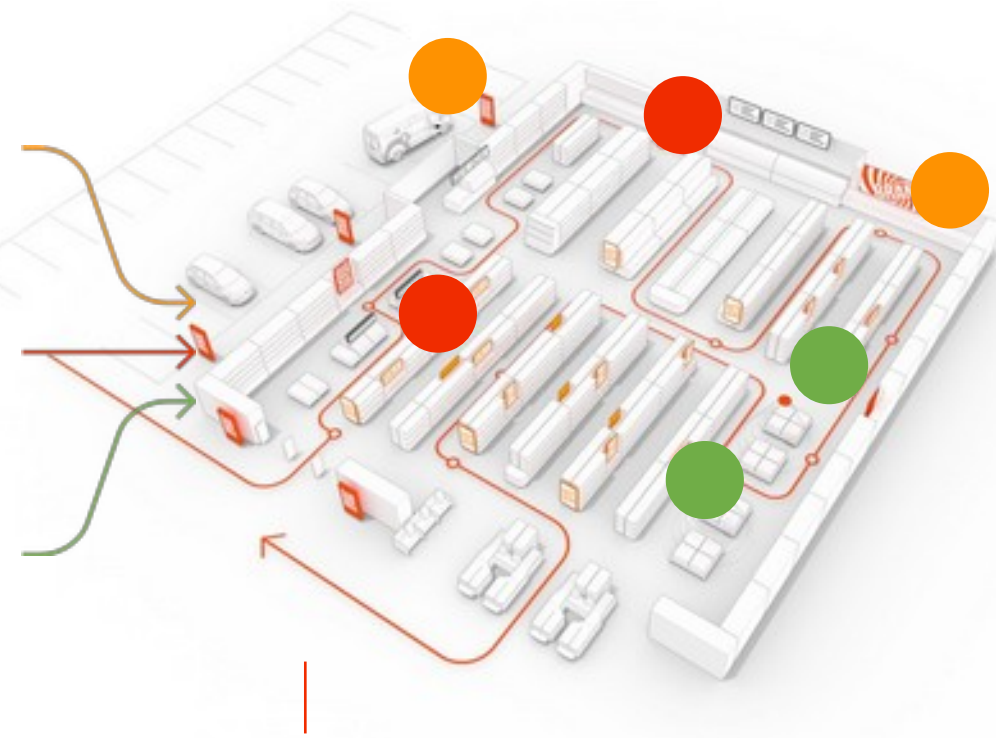
Turn-key solution for  
in-store advertising automation



Data-based audiences



Real-time audience inventory



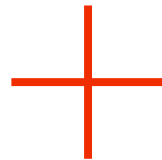
Algorithmic targeting



**Doohlabs Platform**

End-to-end intelligence & automation for media sales and trade marketing

# Doohlabs Platform components



In-store inventory & audience based products

Self-service, media sales tools and access to programmatic marketplaces

Audience targeted campaigns to screens and audio players



**Doohlabs Platform**

*End-to-end intelligence & automation for in-store retail media*



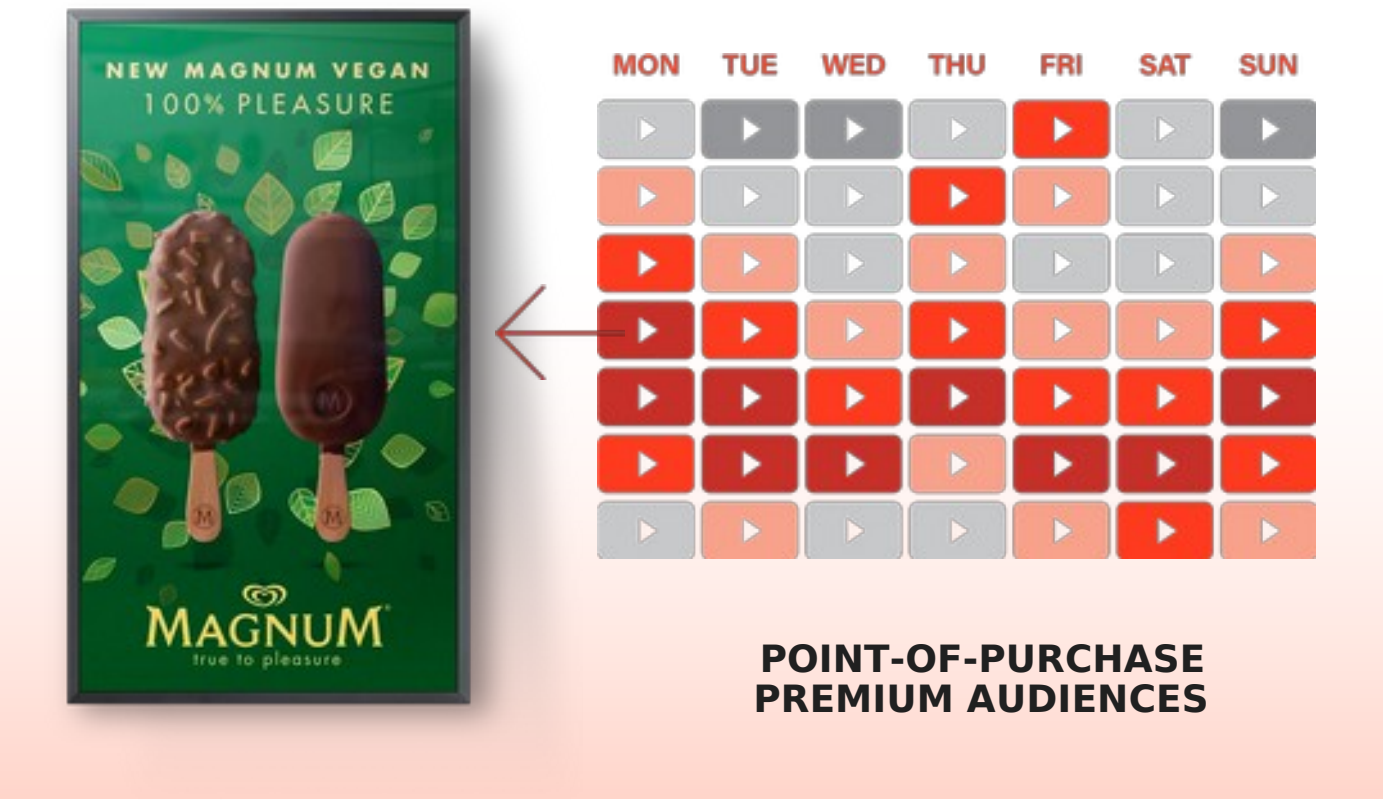
DIGITAL OUT-OF-HOME VS.

# Microtargeting technology

**ORDINARY DS SOFTWARE:  
MANUAL BY LOCATION**



**AUDIENCE & LOCATION BASED  
AUTOMATED PER SCREEN**



GOOGLE MARKETING PLATFORM

# Digital out-of-home ads now in Display & Video 360

Aug 25, 2022 · 3 min read



**Shreya Mathur**  
Product Manager, Display & Video 360

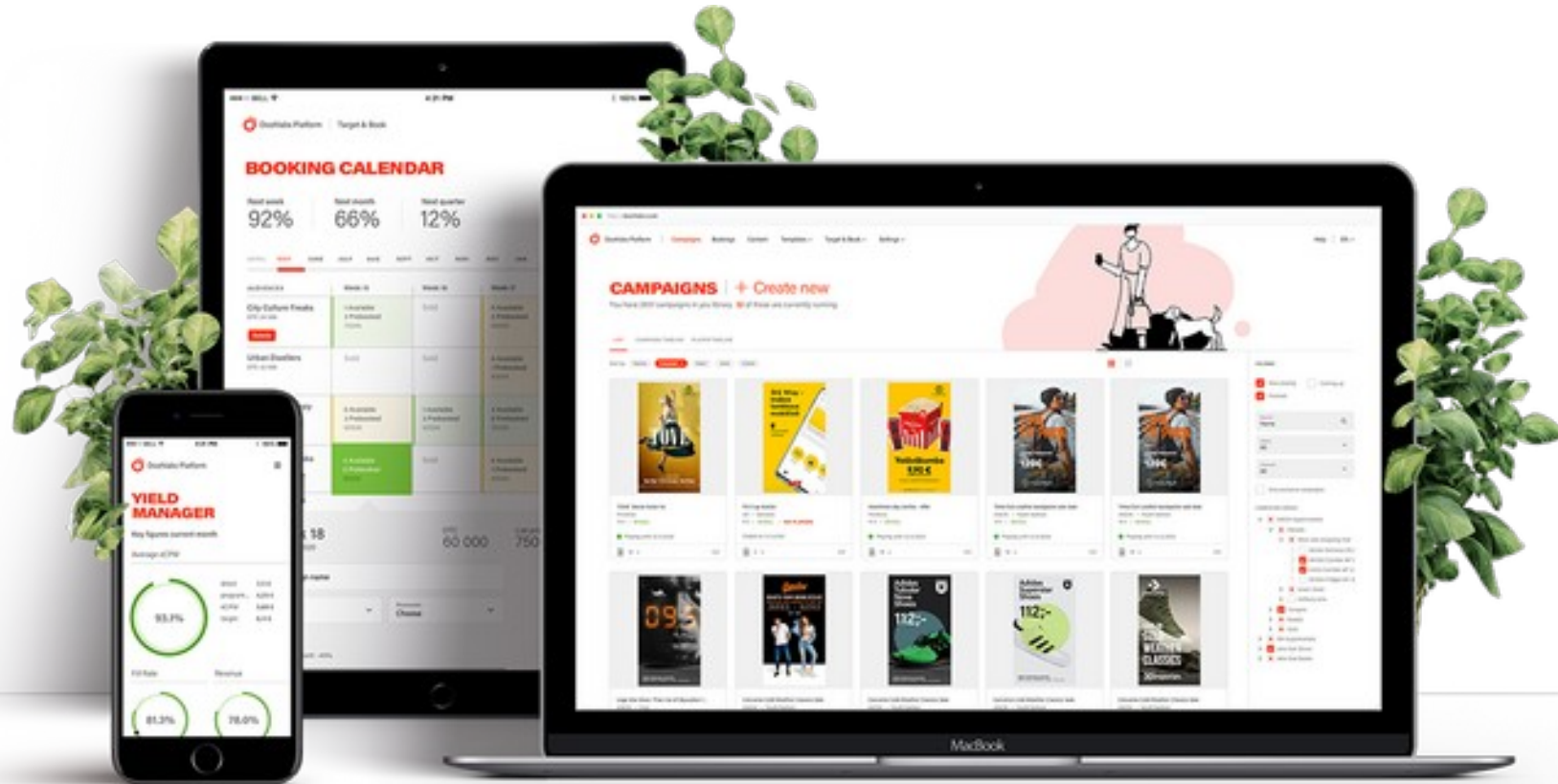
Share





# Superior User Experience

Praised by customers





# Data-driven Retail Media network for airports

Doohlabs empowers a retail media network for 6 Malaysian airports including Kuala Lumpur International – one of the 10 busiest aviation hubs in the world. Over 30 million passengers create an attractive audience for a large variety of *direct & programmatic advertisers* from Global brands to local businesses. Doohlabs platform utilizes a variety of data sources to target the right audiences at precisely the right times.



EXCLUSIVE  
FAMILY  
CLOWN  
+  
FASHIN'  
FARI

TIME  
TO PACK

Leather backpacks  
from

129€

**Every space with an audience  
is a business opportunity**

**Janne Lohvansuu**  
CEO  
Doohlabs

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LIVE  
LOVE  
SPRAY

NEW  
WHITE MUSK L'EAU  
The 100% vegan,  
cruelty-free  
eau de toilette

# Loppuajatuksia mahdollisen keskust

## Tyypillisiä piirteitä tämän päivän aloitteleville kasvuyrityksille Su

- Monimutkaiset arvoketjut
- Digitaalisuus, ohjelmistojen keskeinen rooli
- SaaS (Software-as-a-Service), palvelut ”pilvestä” (Cloud)
- Nopea kansainvälistyminen
- Kompaktit, kokeneet tiimit

## Yleistä pohdintaa

- Vastuullisuus, kulutuksen lisääminen, ympäristöarvot
- ESG-sijoittaminen, Anti-ESG-sijoittaminen
- Growth vs. De-Growth