

Advertising Campaign Management for Higher Revenue



Are you looking for a source of additional revenue for your airport? Consider rationalizing the usage of your current passenger information display system or even monetizing with a brand new one.

The passenger information display system is **very flexible** during its operation times. Since just a small amount of structured information is required to be visible on each display, Simpleway brought to the market an efficient way to **improve potential and business cases** for refurbishment projects with the possibility

to sell part of the display canvas for commercial purposes. Our **Advertising Campaign Management platform** benefits both **advertising agencies** and airport staff by way of the better utilization of the newly deployed or previously delivered passenger display systems.



Key benefits

- An effective way for additional revenue from advertisements
- Works well with existing hardware (display system)
- Easy-to-use content creation and management tools
- Measurement metrics of your campaign progress
- Integration possibility with third party external systems



Do you know why customers choose our solution? Because this feature dramatically **eases the campaign management** without the needing to buy expensive external campaign management systems.

Set the campaign target duration according to a budget and observe the fulfillment directly in our system.

We allow customers to manage only the advertising portion of the screen, so the passenger information portion is not influenced by the changing of the commercial content. With the right definition of the business rules which are appropriately **configured during implementation** by Simpleway team together with the customer, it can be easily decided as to which time the screen is to partially show the **passenger information** and when the screen can be completely dedicated to the **commercial information**.



With our simple to use Content Designer, customers can quickly and **easily create display campaign layout**. It is highly adaptable to meet new service providers' needs as regards their visual presentation. The user interface was designed in cooperation with experts in application design and ergonomics. Our display management system can **mix multiple content sources** within a single display page. There is no limitation for the new media, everything is stored directly within our system.

The functionality of the template design tool includes the creation of display formats for **quickly and easily displaying data** on screens as well as new custom screen design and editing without using the paid services of the FIDS vendor. It is **easy to customize** the colors, font size, type style, frame building, data sources, and much more.

In addition to that, the administration user interface provides the ability to **schedule campaign layouts** to the display or group of displays and select from a range of time periods **according to your campaign budget**. All of the periods can be restricted by a specific timeframe, the scheduler will **automatically change the content** on the displays.

