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Omni-channel automated digital branding platform

Supporting slides for APR VTS, July 14th 2020

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1. Quick overview of Scoota – please contact Scoota for full video overview of the platform
2. Case study for a global campaign that used an expanding rich media unit. Shows how the right technology can allow creative to perform properly
3. A basic visual of dynamic creative operating. This full illustration contains a video - please contact Scoota for an example
4. An illustration of a fully transparent dashboard showing every domain etc.
5. An illustration of creative insights - how creatives can determined whether designs are working, and how. Same for video playback
6. A visual of how fraud can be managed in real time and reported on
7. A view of how DOOH panels can be selected easily for programmatic delivery. Allows repurposing of creative/content easily and in near real-time. Full video overview available
8. A case study for dynamic creative within DOOH - Adverts were moved to locations where 'soup of the day' wasn't selling as well
9. A case study showing DOOH triggered by weather (sunshine)
10. A case study showing how a major restaurant within a shopping mall, used footfall data to trigger DOOH promotions to drive lunchtime traffic
11. A case study to show how social media content was repurposed into real-time programmatic DOOH to amplify the best-performing posts

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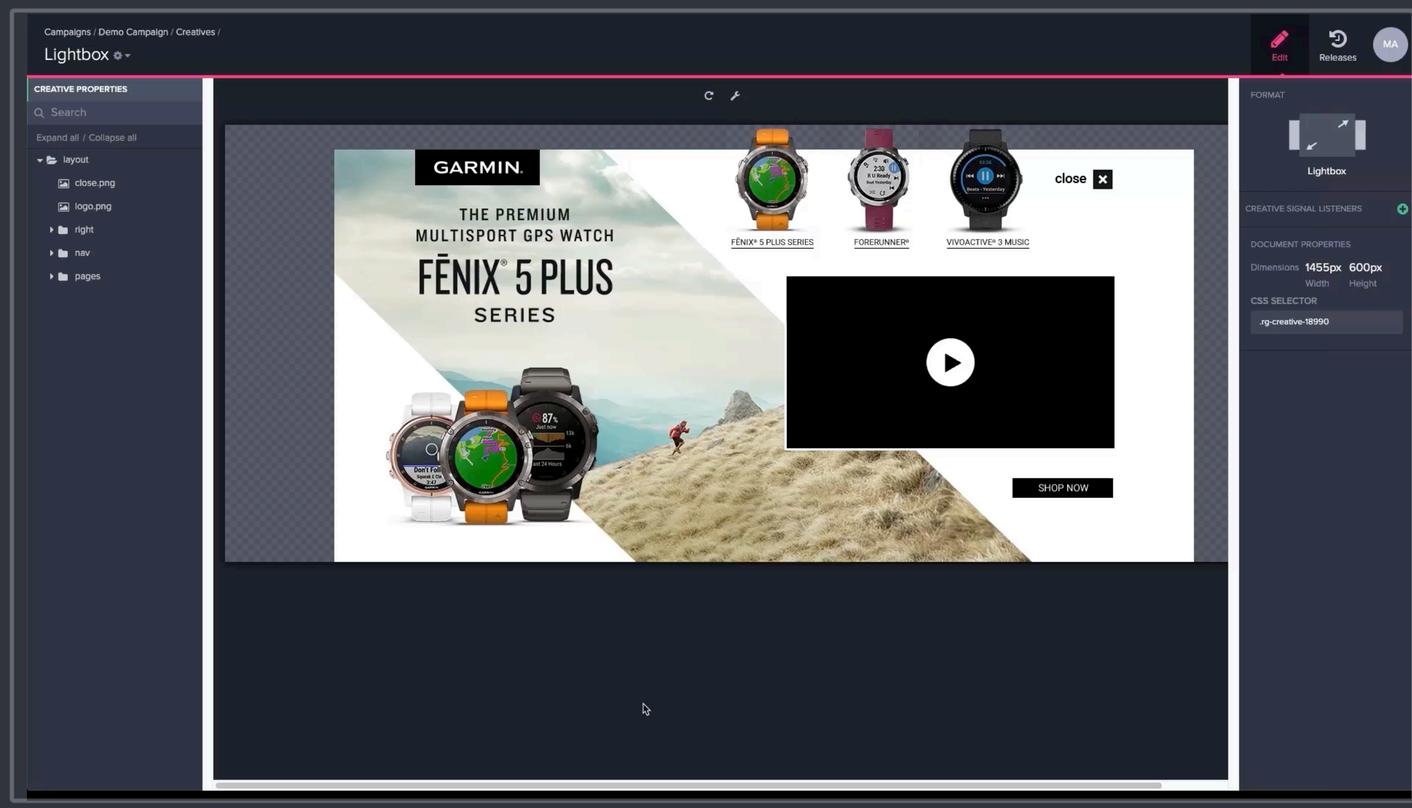
Scoota – Automated Digital Branding Platform

- Full-stack, omni-channel DSP. Built from the ground up for optimising delivery of complex creative at scale
- Patent-pending multimedia reach technology (Sentinel) gives unprecedented scale and optimization capabilities, driving considerable performance increases
- Automated Photoshop-to-format build tool; includes direct integration with JCDecaux, BroadSign, and Global for DOOH QA
- Creative-build process natively linked to DSP for enhanced dynamic creative optimization
- Revolutionary fraud management linked dynamically to bidder; platform 100% transparent for every aspect



"I was blown away by the Scoota demo. The platform has been so well thought through, it's exactly what brands so badly need in an ad tech solution."

Henri de Navacelle, Former Senior Digital Director, Pfizer

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Scoota Enhanced Creative Display Case Study:

Sports Fitness Tracker

- Global campaign
- 7% PMP – agency requested
- 93% Scoota Sentinel automated
- Over 8% engagement

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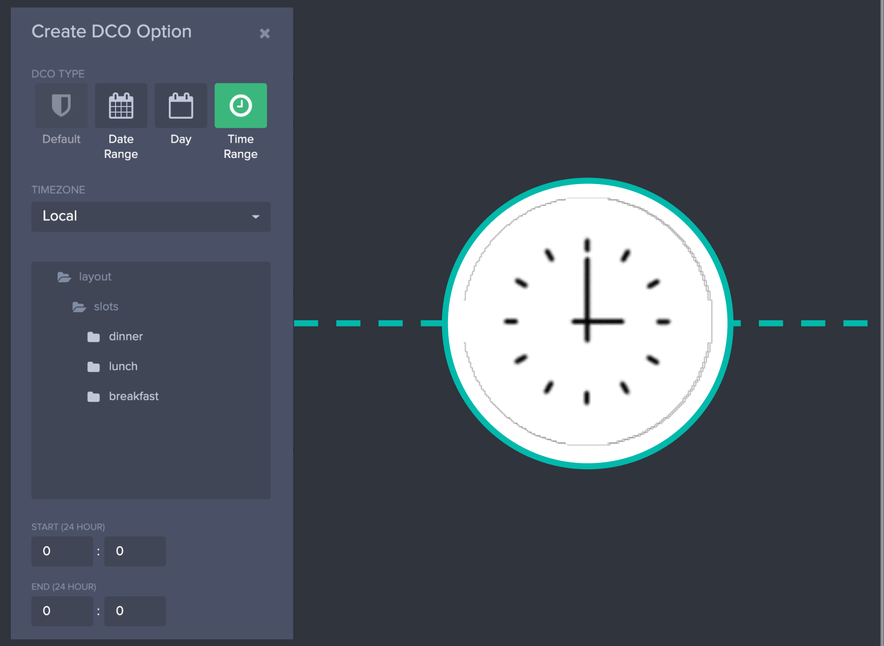
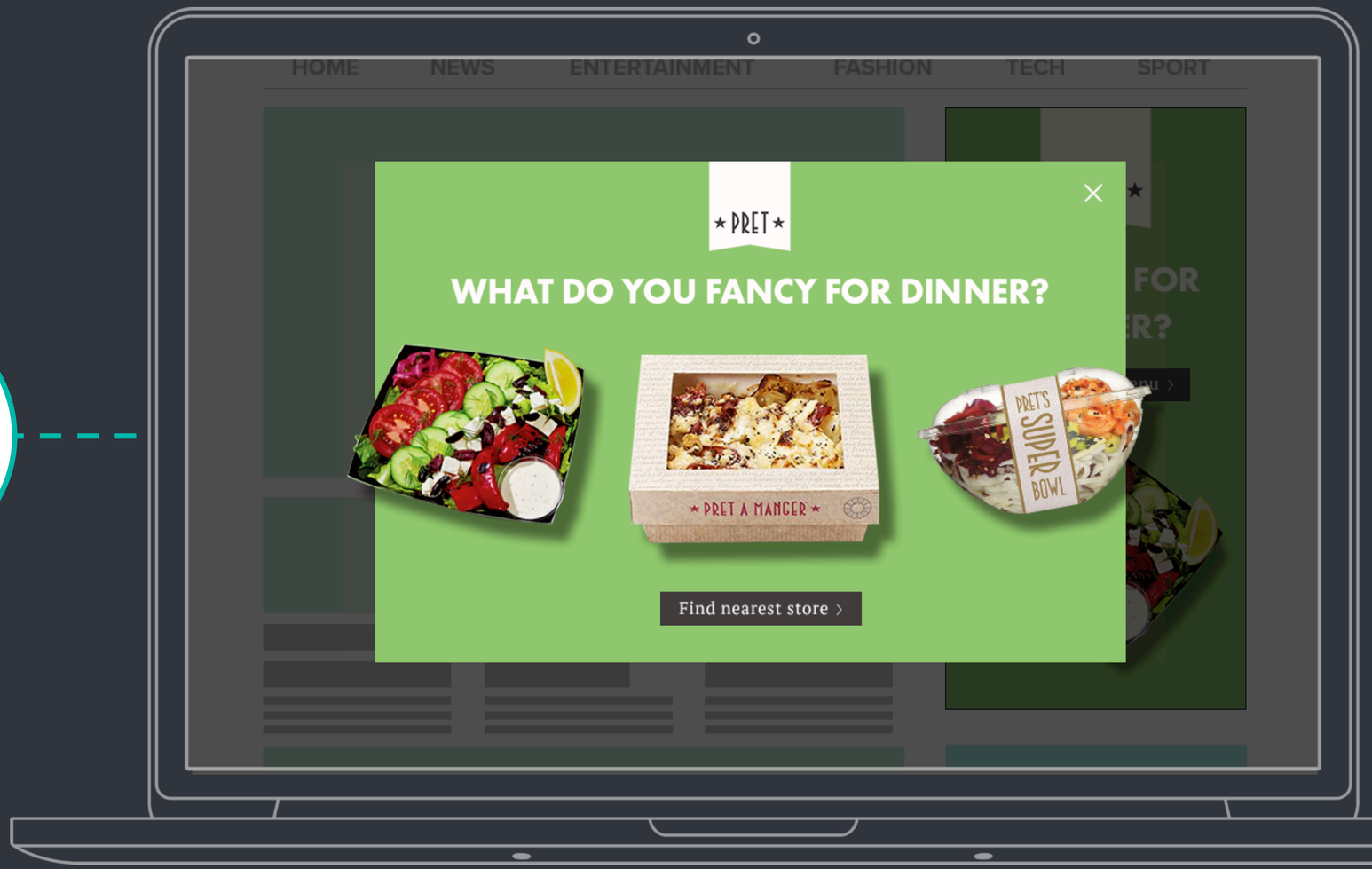
Dynamic Creative Optimization

Powerful rules-based dynamic adjustments to creative, fed by bid-stream data or manually set-up





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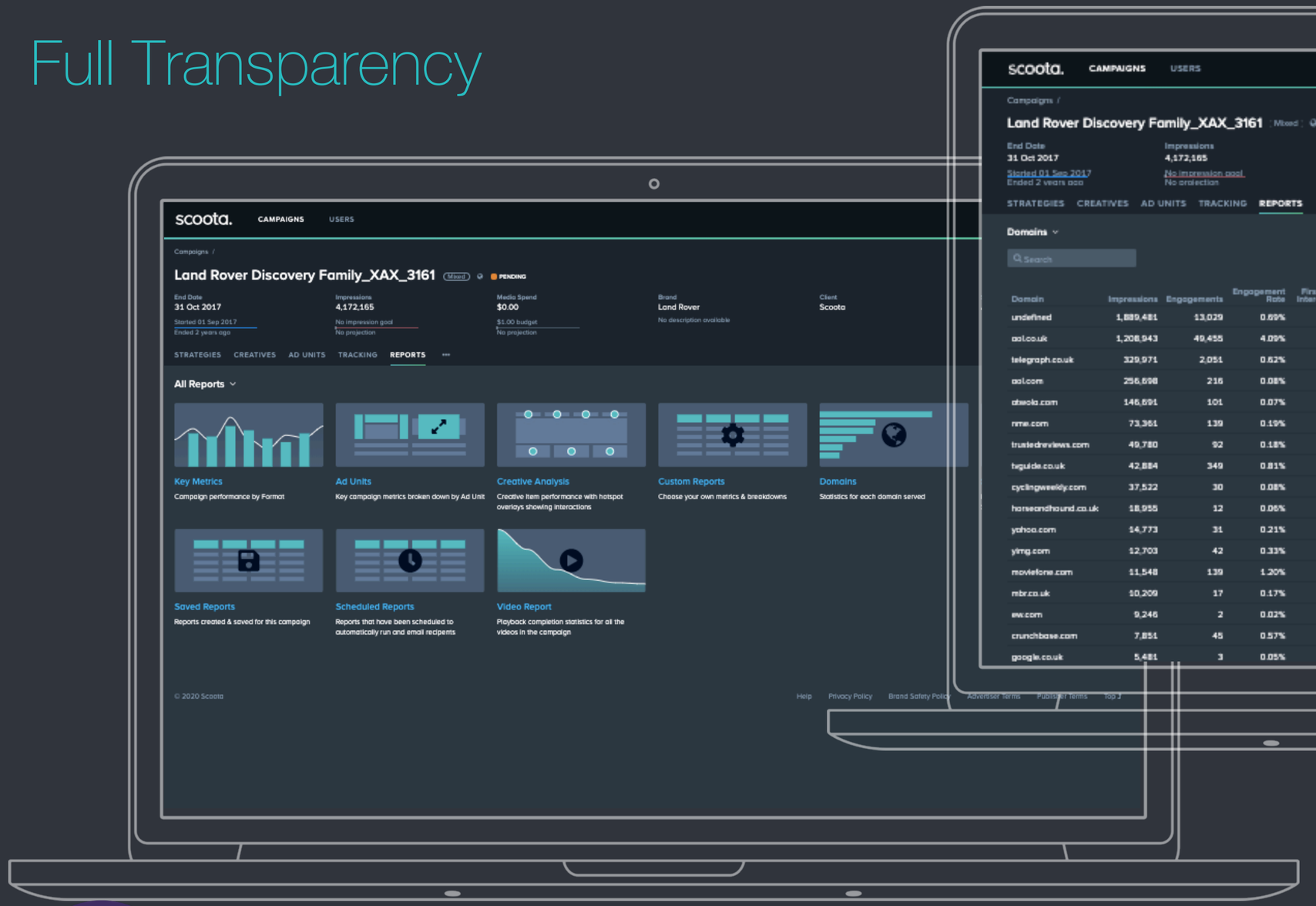
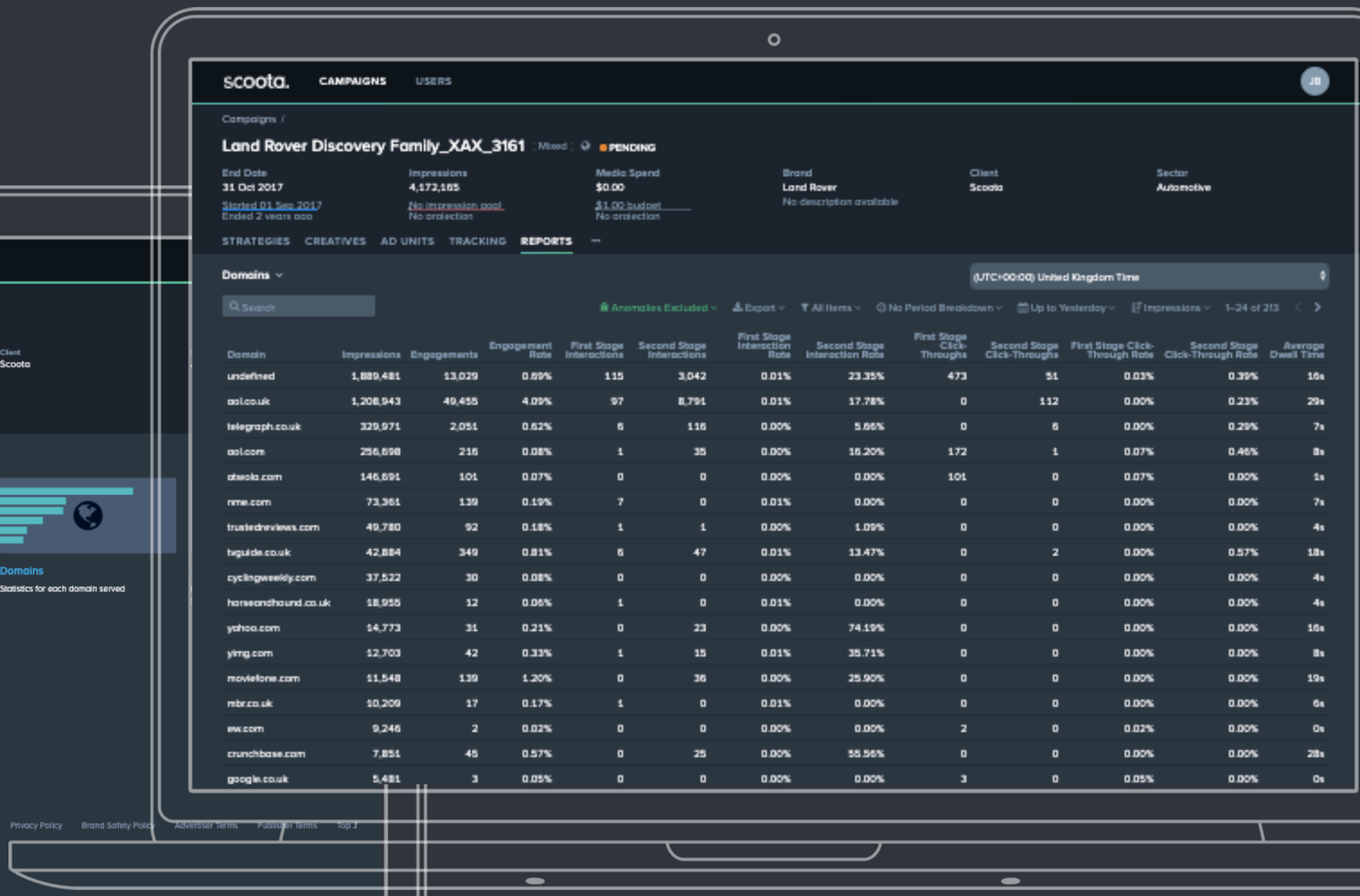
Full Transparency



Reporting Dashboard



Domain	Impressions	Engagements	Engagement Rate	First Stage Interactions	Second Stage Interactions	First Stage Interaction Rate	Second Stage Interaction Rate	First Stage Click-Throughs	Second Stage Click-Throughs	First Stage Click-Through Rate	Second Stage Click-Through Rate	Average Dwell Time
undefined	1,889,481	13,029	0.69%	115	3,042	0.01%	23.35%	473	51	0.03%	0.39%	16s
aol.co.uk	1,208,943	49,455	4.09%	97	8,791	0.01%	17.78%	0	112	0.00%	0.23%	29s
telegraph.co.uk	329,971	2,051	0.62%	6	116	0.00%	5.66%	0	6	0.00%	0.29%	7s
aol.com	256,698	216	0.08%	1	35	0.00%	16.20%	172	1	0.07%	0.46%	8s
skwoka.com	146,691	101	0.07%	0	0	0.00%	0.00%	101	0	0.07%	0.00%	1s
nme.com	73,361	139	0.19%	7	0	0.01%	0.00%	0	0	0.00%	0.00%	7s
trustedreviews.com	49,780	92	0.18%	1	1	0.00%	1.09%	0	0	0.00%	0.00%	4s
tvguide.co.uk	42,884	349	0.81%	6	47	0.01%	13.47%	0	2	0.00%	0.57%	18s
cyclingweekly.com	37,522	30	0.08%	0	0	0.00%	0.00%	0	0	0.00%	0.00%	4s
horseandhound.co.uk	18,955	12	0.06%	1	0	0.01%	0.00%	0	0	0.00%	0.00%	4s
yahoo.com	14,773	31	0.21%	0	23	0.00%	74.19%	0	0	0.00%	0.00%	16s
ying.com	12,703	42	0.33%	1	15	0.01%	35.71%	0	0	0.00%	0.00%	8s
movietone.com	11,548	139	1.20%	0	36	0.00%	25.90%	0	0	0.00%	0.00%	19s
mbr.co.uk	10,209	17	0.17%	1	0	0.01%	0.00%	0	0	0.00%	0.00%	6s
ew.com	9,246	2	0.02%	0	0	0.00%	0.00%	2	0	0.02%	0.00%	0s
crunchbase.com	7,851	45	0.57%	0	25	0.00%	55.56%	0	0	0.00%	0.00%	28s
google.co.uk	5,481	3	0.05%	0	0	0.00%	0.00%	3	0	0.05%	0.00%	0s

KPIs /Domain

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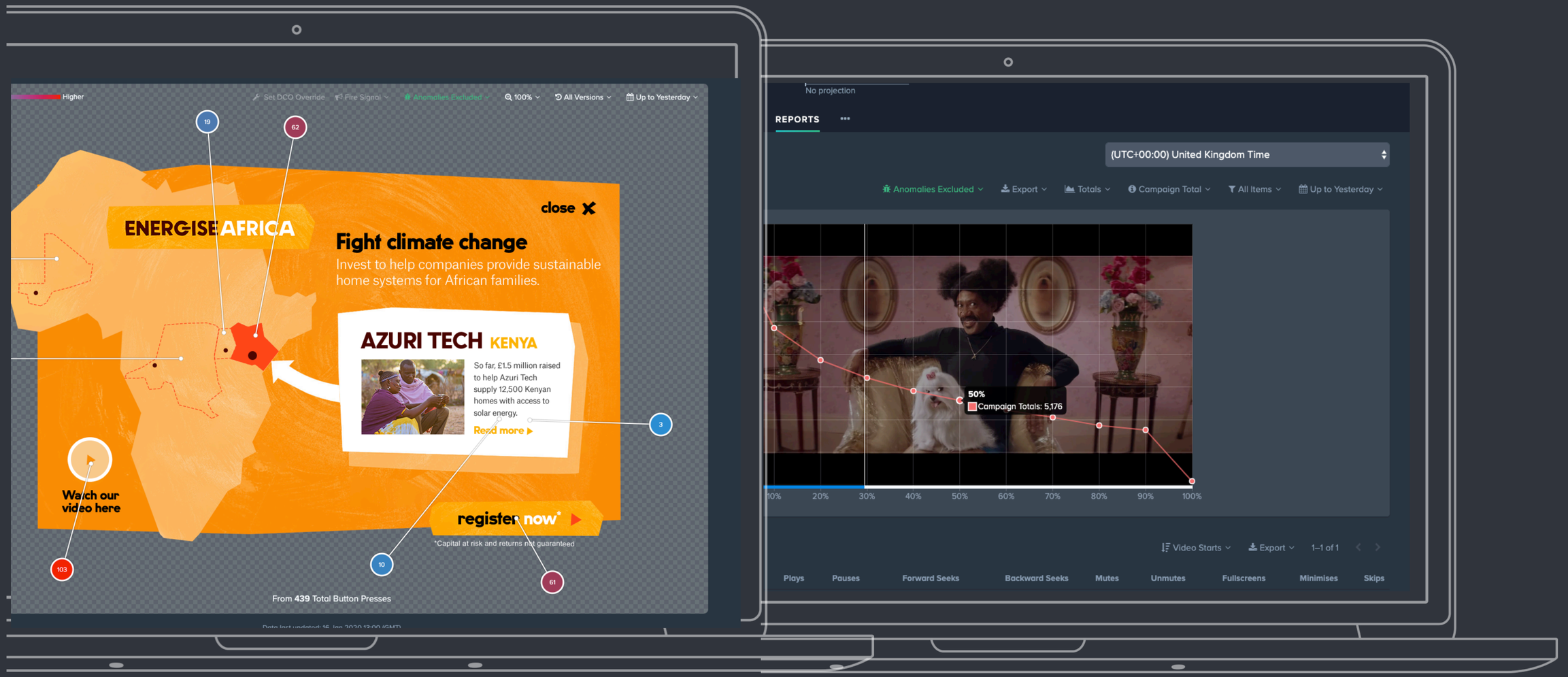
Creative Insights



Creative Interactions

Video Playback

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Anomaly Detection

- In-environment hygiene system carries out numerous tests for fraudulent traffic.
- Any anomalous traffic sources are blocked in real time. Anomalies by domain/KPI are then clearly visible in the reporting dashboard.

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Creative Repurposing - DOOH

DOOH panel selection interface allowing precise locations to be bid on across numerous media owners

Audience
Gender
Age Group
Demographic
Household
Reach

Inventory
Size
Site
Day Part
Week Part
Share of Time

Channel/Environment
Airports
Malls
Rail
Street Furniture
Supermarkets
Roadside

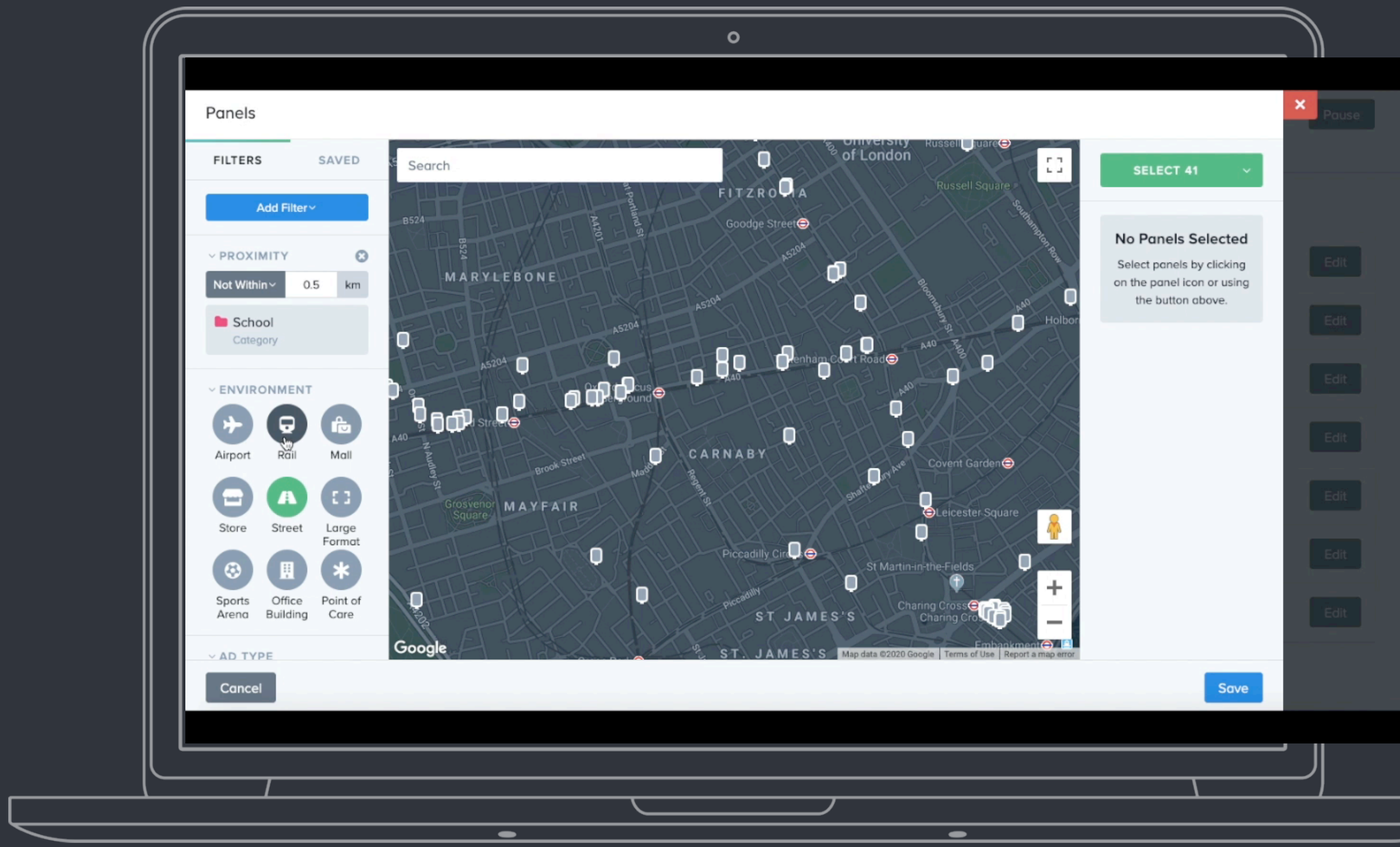
Creative
HTML creative
DCO
Offer Change,
Nearest Store

Data Partners
Route
Dunnhumby
CAA
Telefonica

Geo
Country
Conurbation, Lat/
Long
Ring-Fencing Stores

Weather
Temperature
Sunlight
Daylight

Scoota Data
Mobile Location
Retail Beacons



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DOOH Case Study

Dynamic Creative

★ PRET ★

- Different soup offer every day
- Locations & creative flexed dynamically based on soup sales and promotional needs across lunchtime period
- London/Bristol, UK

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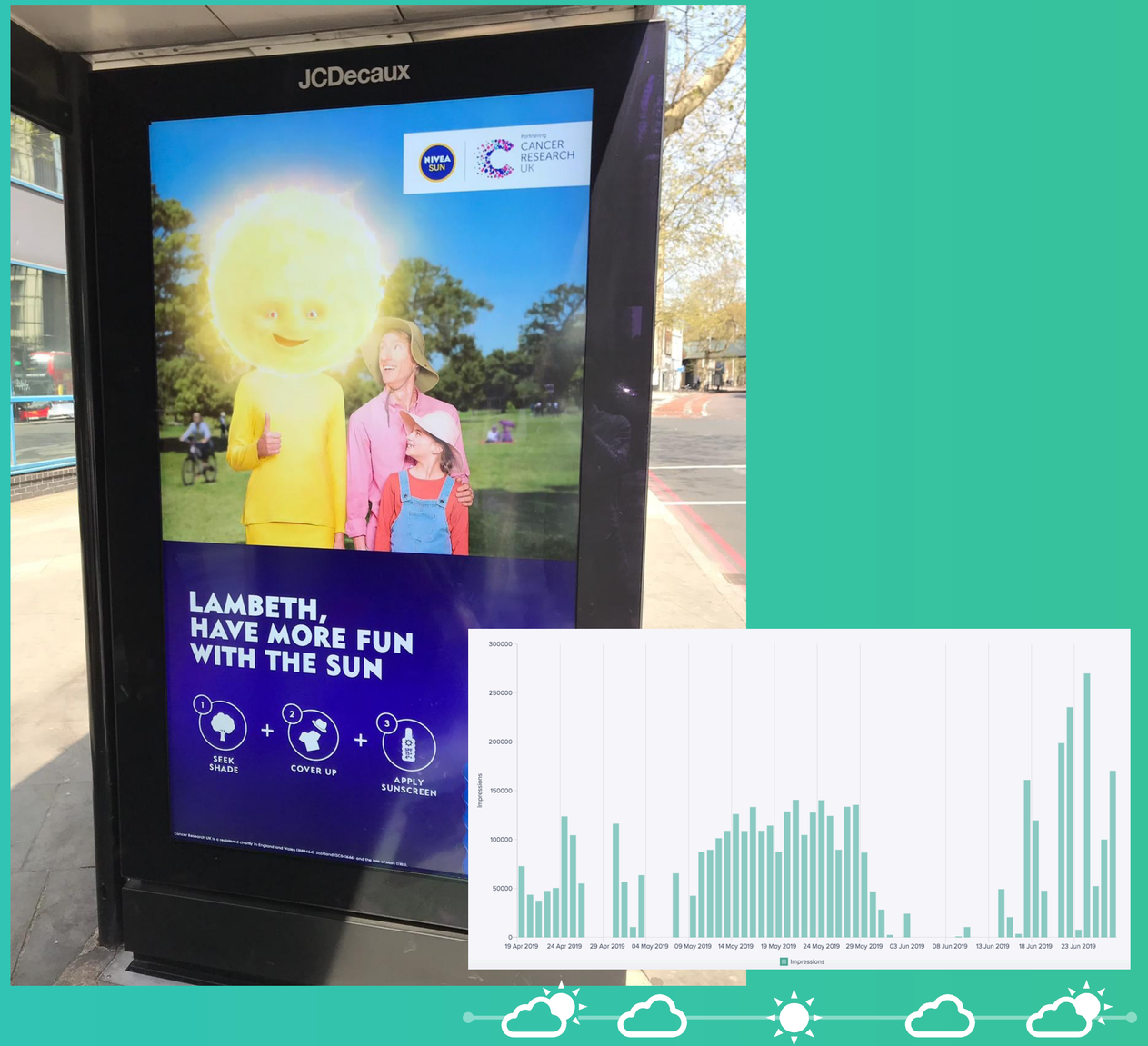
DOOH Case Study

Signal Based

- Nivea sun cream - 10-second video
- Targeted on hour in locations where weather forecast was over threshold for sun, UV and temperature
- Live reporting in UI



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DOOH Case Study

Footfall Activation

"Seats available"

In the 3-week campaign period, the overall footfall into the mall was down by 8%. Despite this the restaurant saw an increase of 23.5% table sales

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DOOH Case Study

Amplifying Social

- Near instant activation from social assets to DOOH using the Scoota dynamic creative toolkit and DSP
- Campaign data confidential but deemed a ‘huge success’

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Thank You

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