

Ayuda Launches Private Marketplaces and Private Exchanges for DOOH Media Sellers

Company introduces a family of new products to its signature platform with private marketplaces and private exchanges operated and controlled by media sellers

11 MARCH 2015, LAS VEGAS, NV

SUMMARY

Ayuda Media Systems, an ad tech company specializing in software for digital and static out-of-home media owners, announced today at the Digital Signage Expo 2015 that it is introducing a family of new products to its signature platform including private marketplaces and private exchanges that will help DOOH media owners embrace new programmatic revenue streams while exerting total control on the sell side.

Ayuda Media Systems, an ad tech company specializing in software for digital and static out-of-home media owners, announced today at the Digital Signage Expo 2015 that it is introducing multiple new product additions to its extensive platform that will help DOOH media owners embrace new programmatic revenue streams while exerting total control on the sell side.

“Ayuda is transforming. We are evolving from an OOH ERP platform to a supply-side-platform (SSP). This change touches all of our products - from proposal generation, to CMS and digital playback, right up to invoicing” commented Andreas Soupliotis, Founder and CEO of Ayuda.

“This transformation manifests today with the introduction of several new products that programmatically enable the Ayuda Platform. The first, is an SSP that allows our clients (the sellers) to create packages of targeted impression inventory that can be published to one of four, distinct private marketplaces: a premium guaranteed marketplace, a deals marketplace, a performance-based marketplace, and an auction marketplace, all of which are controlled and operated by the seller.”

Soupliotis continued by explaining each of the private marketplaces: “The premium guaranteed marketplace streamlines and automates the current direct sales process by pricing guaranteed inventory impressions with a fixed price, while the deals marketplace allows the seller to create deals, such as ‘pay a discounted CPM for three times as many impressions’. The performance-based marketplace is based on Ayuda’s patented Pay Per Look algorithms, where an indoor media seller can set up a rate card based on how long people look at the ad.

The last marketplace, the auctions marketplace, allows the seller to set up a real-time bidding (RTB) marketplace that uses a seller-operated private ad exchange with soft and hard auction floor pricing control.”

Joe Cotugno, Partner and Senior Vice-President of Global Client Services at Ayuda, commented “For the past 11 years, Ayuda has focused on streamlining and automating processes for DOOH media owners. The juxtaposition DOOH media owners face today is they’d like to be part of programmatic buys in pursuit of incremental revenue, but are nervous about losing control of their inventory and driving down CPMs. With the Ayuda Platform, the seller has total control over the entire process.”

When asked about the engineering investment on programmatically enabling the Ayuda Platform, Pierre-Yves Troel, Partner and Chief Software Architect at Ayuda, commented “We’ve had a dedicated team of developers and data scientists working on this for over a year. In particular, we’ve spent a lot of energy developing algorithms and pricing models from second-price auction theory to power the private RTB marketplace and private exchange. In addition, since ad serving is a core component of the programmatic model, significant development effort has been expended on enhancing our Nirvana ad server originally launched last year.”

In addition to offering private marketplaces and a private exchanges for media sellers, the Ayuda Platform will also offer a seller-branded iPhone and iPad app that media buyers can use to buy programmatically, directly from the media sellers’ private marketplaces.

Daniel Fleischer, Vice-President of Global Business Development at Ayuda, commented: “This is a natural and organic transformation of an ERP product we have spent 11 years building. We are evolving from an ERP + CMS + player platform to an ad tech platform in anticipation of a new programmatic world where automation is king.”



RELEVANT LINKS

 **Ayuda News**

<http://www.ayudasystems.com/News/Item/1085>

QUOTES

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ABOUT AYUDA MEDIA SYSTEMS

Ayuda Media Systems (“Ayuda”) has been providing the D/OOH industry with the world’s most sophisticated media management platform for over 10 years. As the developers of the Ayuda Platform (which notably includes Juice™, Splash™, BMS™, Zest™, Rewind™, Cerebro™, and Alto™), Ayuda’s products have invoiced over two billion dollars in OOH billing and provided media management functions for more than 500,000 advertising faces globally. The Ayuda Platform is cloud-based, and includes functionality for D/OOH networks such as avails and proposal generation, invoicing, lease payouts, financial reporting, inventory management, scheduling, content management, mapping, network monitoring, business intelligence, a free software player, real-time annotated proof of play, and the world’s only D/OOH vendor focused CRM. Ayuda was founded in 2003 by ex-Microsoft employees with the mission of empowering the D/OOH industry with state-of-the-art tools that make D/OOH easier to manage and buy. In November 2012, Microsoft presented Ayuda’s Splash™ product with the highly coveted Windows Azure Application - Partner of the Year Award for its use of the Microsoft Azure Cloud.




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