



reelyActive

DIGITAL SIGNAGE CASE STUDY

Enable real-time presence-triggered content, driving engagement with a differentiated value-added service.

SOLUTION

Digital signage vendors/operators add our plug-n-play Bluetooth sensor to their displays. Our software platform provides real-time notifications of the arrival and departure of mobile phones and wearables, including basic segmentation. Users of mobile apps running our SDK are individually identifiable. Operator and/or host apply their business logic via their own platform, or that of a third party partner, controlling both the real-time content and the triggers.



OPERATOR BENEFITS

Differentiate from traditional digital signage vendors with a simple retrofit which unlocks powerful features and provides substantial added value.

Increase revenue by offering venues and advertisers real-time contextual content management as a service.



ADVERTISER BENEFITS

Gain unprecedented insight into audience segmentation and engagement.

Run experiments, observe real-time results and optimise ad spend.

Create micro-moments that transcend the mobile realm.

RESULTS

Increased engagement with a novel, differentiated service.
Measurable benefits for operators, advertisers and venues alike.



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