



Fund Your Foundation:

*Using Programmatic Ad Dollars to Cover
Infrastructure and ongoing maintenance costs*

From Cost Center to Profit Engine

Funding Infrastructure with Programmatic Ad Revenue



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How to Learn More

Who is Spectrio

Spectrio provides innovative customer engagement technology for modern businesses. With proven success at over 160,000 physical locations ranging from local enterprises to Fortune 500 companies, Spectrio improves customer and employee engagement with branded experiences.

AREAS OF FOCUS

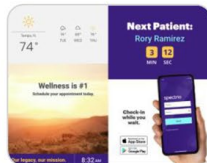
RETAIL



AUTOMOTIVE



HEALTHCARE



FINANCE



FOOD & BEVERAGE



BRANDS WE SUPPORT

Brookshire's
food & pharmacy

ME
Massage Envy

SUBWAY

DICK'S

LEGO

AMAZING
Lash
STUDIO

KIA



spectrio + screenverse

Who is Screenverse

Screenverse is an industry leading partner for digital out-of-home (DOOH) media networks, specializing in monetization and ad management solutions that unlock and scale programmatic revenue.

With a diverse and growing network of digital inventory, including billboards, urban panels, retail environments, and more, Screenverse connects high-impact screens with top demand sources.

Its curated networks are actively leveraged by both direct and programmatic buyers from some of the world's largest agencies and brands, delivering meaningful results for advertisers and media owners alike.

120k+

digital screens

30+

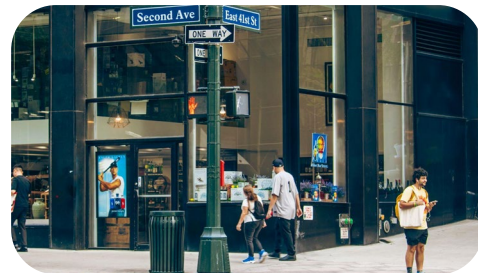
venue types

19B+

monthly
impressions

210

U.S. DMAs



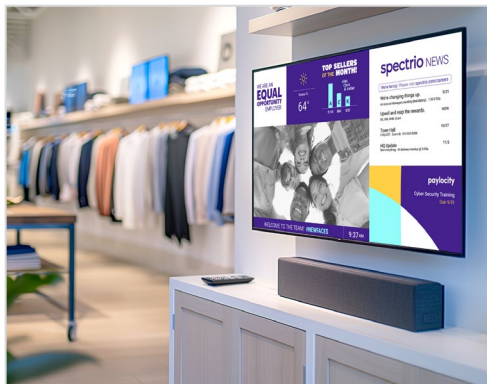
The Core Components

Upfront and Ongoing Costs

Typical Upfront Costs

Hardware

Often the largest investment



- Displays
- Media Players
- Mounting Hardware and Cables

Installation

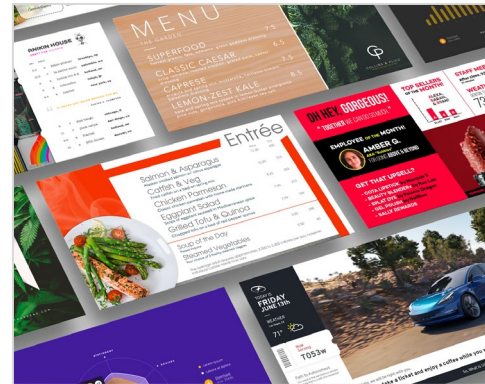
From DIY to complex



- Mounting Screens
- Running cables
- Configuring system

Content

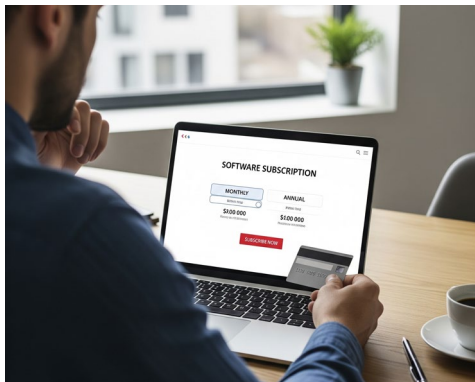
Key to a great deployment



- Initial design
- Onboarding
- Training

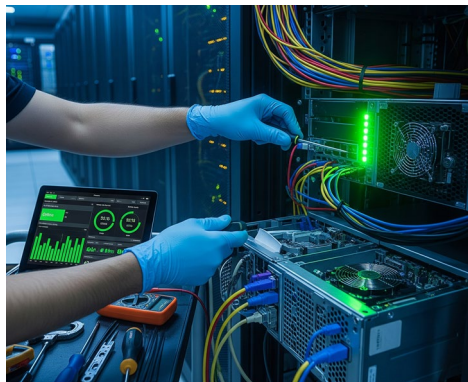
Typical Recurring Costs

Software Subscriptions



- Typically cloud based
- Charge per screen
- Remote management

Maintenance & Support



- Warranties
- Premium support
- Networking & electricity costs

Content Creation and Updates



- A-B testing
- Review outcomes
- Iterate

The Big Question:

How do we change the narrative
from "cost" to "investment"?

The Strategic Shift:

A New Perspective

Successful Digital Signage deployments have a ***practical tactical purpose***

Educate, entertain, or inform viewers

A shift in mindset:

The infrastructure is the platform that enables new revenue streams

The Blueprint:

Structuring for Success

Step 1: Dedicate & Separate Funds

Step 2: Transparent Accounting

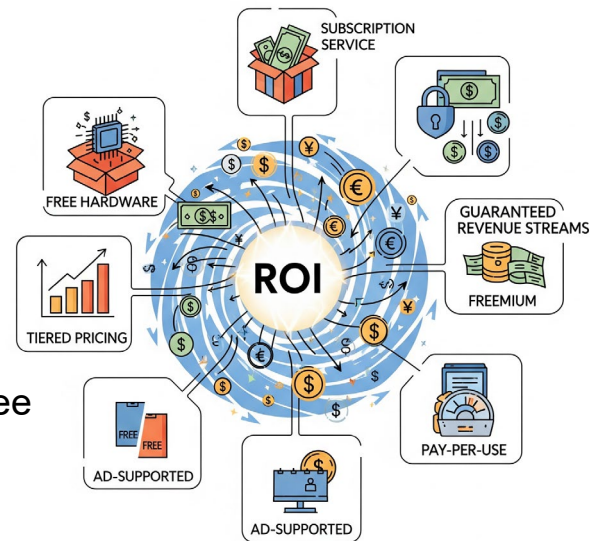
Step 3: Predictable Budgeting

Step 4: Stakeholder Buy-In



Models to fit various business needs

- Free hardware $\Leftrightarrow$ No revenue share
- Free hardware $\Leftrightarrow$ Guaranteed payment $\Leftrightarrow$ No revenue share
- Hardware purchase $\Leftrightarrow$ Guaranteed Payment
- Hardware purchase $\Leftrightarrow$ Revenue share offset against licensing fee
- Hardware purchase $\Leftrightarrow$ Revenue Share



Maximizing Ad Revenue



1. Identifying high-return venues is crucial. (Venue Type, Screen Type, DMA & high density foot traffic)
2. Certain applications yield greater ad revenue (Flexible content restrictions and overall programmatic advertising share of voice availability)
3. Maximize return by targeting effective locations that score highest based on factors above.

Introducing Hardware as a Service

Financial Flexibility

- Eliminate upfront capital expenses
- Simple, predictable monthly payments
- Keep display assets off your balance sheet

Worry-Free

- No maintenance responsibilities
- Option to include installation, on-site support & managed services in monthly fee

Premium Display Experience

- Modern, sleek display designs
- Brilliant, high-definition visuals
- Built-in powerful media player for seamless content delivery



Questions?

- Scan the QR code
- Schedule a time to learn more on how Spectrio and Screenverse can help you “Fund your Foundation”



spectrio +  screenverse

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In-Store

Media Solutions

