Vyoma revolutionises DOOH measurability and authenticity through its Dashboards and three-tier reporting system

- The Vcam platform gives campaign insights, reports, analysis and real-time feedback to advertisers -

23rd October 2018: Vyoma Media, India's largest and fastest growing digital outdoor solutions company, is revolutionising Digital Out of Home (DOOH) advertising through its one stop **Vyoma Campaign Analysis and Measurement (Vcam)** platform. The platform, provides Vyoma's partners with insights, analysis and real-time feedback on all their ads that are running on the Vyoma Media Network.

All of Vyoma's 2300 plus displays are connected to the Vcam platform, a cloud-based application, which helps improve turnaround times, reduce system errors and enhance efficiencies end to end. The platform provides for a variety of tools including dashboards and reports that assist customers with planning, running and measuring the effectiveness of their media campaigns. It also provides for centralized asset management of all displays including the installation and upgrading of display software without any manual intervention.

In the first instance, Vyoma provides authenticity with the industry's first-of-a-kind 'three-tier' reporting structure - Proof of Upload (POU), Proof of Play (POP) and Viewer Estimation Report (VER). The POU is a validation of a campaign having started and a client's advertisements playing on a particular display. The POP report highlights the frequency of the advertisements that are played on every single display. Whilst the VER captures the daily number of impressions or eyeballs at every location. These impressions are verified by a digital tracking system of ticket sales and allow any brand to measure the effectiveness of their campaigns running on the Vyoma network.

A further Purchase Order Initiation (POI) report has been added to the mix recently which is shared with the client once their campaigns go 'live'. This includes details of locations, number of spots and displays where they can expect to see their campaign content.

The three-fold reports are further augmented by the Network Operations Centre (NOC) Dashboard and the Client Dashboard. The Client Dashboard provides clients with 'Live' information of their campaigns. It allows client's to view, analyse and verify the historical status of any of their past and current campaigns. It is a 'one stop solution' that enables a brand to measure the impact of their campaigns across the entire Vyoma Network. On the other hand, the NOC dashboard, is a monitoring tool used primarily by Vyoma's Operations to monitor the system's health parameters through pre-emptive analytics.

TechOps, a combination of the two key disciplines of technology and operations that forms the backbone of the company, ensures the smooth functioning and management of the entire network.

Vyoma can also create campaigns in-house on behalf of their clients that resonate well with them in the context of their brands. The turnaround time required to create the campaigns and upload the ads across all the locations is customised as per the client requirement - among the fastest in the industry for such a large and geographically spread out network.

Speaking about measurability, **Mr. Rajesh Iyer, Executive Vice President, Technology**, **Vyoma Media** commented, "We believe that measurability, accountability and network efficiencies are critical for the effectiveness of our medium. A lot of our displays are located in extreme outdoor environments in areas

with high network latencies due to which we required proprietary solutions specific to us. Our platform, built ground up, addresses these requirements and is built using state of the art IoT technologies and is deployed on the Cloud providing us the reliability and performance our business requires. In conjunction with analytics based on the data we are harvesting, our platform is built to maximise scale and future ready to provide newer and later generation products for our clients."

Speaking about customised dashboard and its importance, **Mr. Shashank Sharma, Vice President, Products and Innovations, Vyoma Media** commented, "We have one of the most advanced dashboards to monitor our displays on a real-time basis which ensures maximum up-time and quantifiable reach for advertisers to measure campaign performance. Our customized dashboards allow clients to view their campaign information which includes reports, viewership and play details at any given time, which is a unique concept in the DOOH industry. Our aim is to enable anytime, on-the-go performance measurability and make it the new benchmark and practice in the industry."

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