

admetry + AIM = Intelligent Metrics

Admetry adds Mobile Interaction to any advertiser message and engages consumers across multiple channels to bridge physical and digital worlds.

AIM (Audience Impression Metric) offers a refined CPM

- Audience Count, Gender, Age Range, Exposure Time

Admetry offers advanced metrics for CPC, CPA, CPL, CPS

- Consumer Interest, Consumer Actions, Consumer Engagement

TARGETING

intel

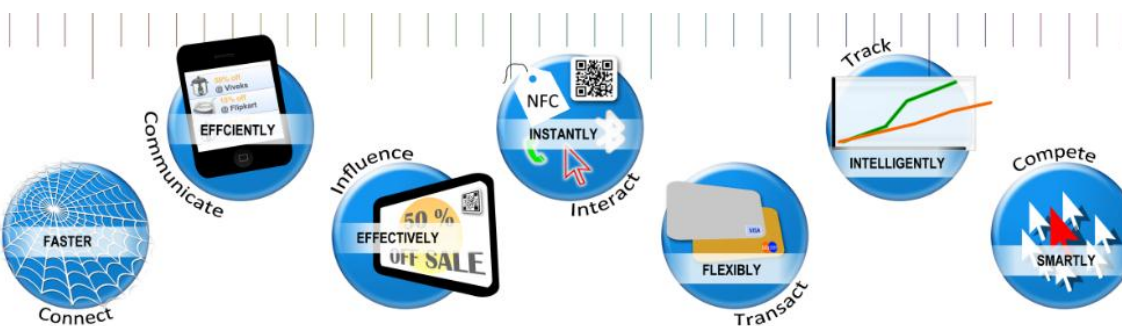
Ecosystem Partners

- Intel Retail Innovators
 - Help consumers interact and carry information with them
- Intel Technology Developers for Kiosks
 - Augment their existing mobile extensions
- Intel Technology for Digital Signage
 - Provide engaging experience with web, mobile and social integration
- Intel Processor-Powered Tablets
 - Enhance tablets for in-store experience
- Intel Mobile Phone Platforms
 - Empower phones with interaction
- Intel AIM Suite
 - Enhance the analytics with engagement measures
- Android Devices
 - Add retail tools and tablet kiosks



Please visit <http://admetry.com>

Scan to Engage with Admetry



Applications

Applications for Admetry + AIM are wide at all touch points where information exchange happens to foster relationships and to engage with consumers. Admetry helps marketing messages in print, radio, TV, OOH, web, mobile, social, direct, in-store channels, etc. to consumers for further pre-defined actions.

Retail

- This is the age of 'Smart Buyer'. Retailers face massive losses when their customers use their mobile phones to do in-store comparison shopping and buy elsewhere.
- Admetry helps retailers to become SMARTER in defending their 'Showrooms' by delivering engaging content to consumer phones. The interactions can continue in-store or via time-shifted actions when they leave the store.
- Admetry delivers a touch point strategy that is easily integrated with existing back-end systems and business processes. Retailer can focus on customer loyalty.

Digital Signs

- In out-of-home settings, Admetry creates the ideal convergence of mobile and visual communications, connecting smartphones with messages on digital signs to close the loop.

- The innovative Admetry + AIM technology delivers comprehensive metrics about the audience and consumer interactions with the messages.

Print

- Information on print often ends up as offline messages with little clue to the effectiveness of its reach and little room for engaging consumers.
- Admetry fills this gap by enabling consumer interaction with printed information such as catalogs, brochures, bookmarks, business cards, wall displays, etc. using visual codes / SMS / NFC tags.
- Admetry provides immediacy for consumers to engage with brands and carry their messages on their personal devices. Messages last longer by moving with the consumers for time-shifted actions.

How It Works

1. Empower Ads for Mobility and Sharing

- Describe your ad (or any Message) in Admetry console
- Select pre-defined Calls-To-Action (CTAs) or define your own
- Set your campaign dates
- Download Admetry tags (Visual, Text or NFC)
- Embed them in your print / display / online media in the form of QR codes and text keywords or write them into NFC tags to affix on any physical item in any location or send them as proximity messages via WiFi / Bluetooth.

2. Engage Consumers with Rich Interaction

- Turn glance media (TV / Signage / Print / Display) into engagement media with Admetry.
- When consumers engage with your message, they are presented with dynamic mobile landing pages generated by Admetry with intended CTAs.
- Dynamic landing pages can be customized to match overall campaign creative guidelines.

3. Fulfill Calls-to-Action Instantly

- Admetry CTAs invoked by consumer result in instant engagement with brand / business.
- Admetry tracks movement of messages and engagement across all channels. It enables advertisers to track campaign effectiveness across channels.
- You gain critical insight into consumer attention to messages in various media by location and time in a web-enabled dashboard.

4. Follow Ad Performance, Reach, and ROI

- AIM and Admetry together give a deep understanding of your Ad performance. You can dynamically optimize your campaigns with the most effective media mix, saving time, money and effort and maximizing ROI to get a better understanding of your consumers.

Admetry is modular with cloud based web service APIs.

It can be easily integrated with any existing metrics systems.



Technical Specifications

- Wide mobile platform support: Android, iPhone, Windows Mobile, Blackberry, Phones with Browsers and SMS
- Proximity marketing: NFC, WiFi, Bluetooth
- Visual Interaction: 2D bar code (QR codes)
- Call To Actions: Call Advertiser, Call-Back Request, Voice Messages, Bookmark Ads for Recall, Share Ads with Friends, Share on Social Media (Facebook, Twitter), Location, Reverse Location, Shopping Assistant etc.
- Dynamic Mobile Landing Pages with Customization
- AdmetryQR for Android phones and tablets as retail POS tools/kiosks
- Intuitive Web 2.0 Consoles simplify management and allow dynamic ad publishing, and visual status monitoring
- Software-as-a-Service (SaaS)
- Cloud APIs for easy integration with Ad creation and metrics systems

Glossary

Advertiser Metrics and Measures

- CPM = Cost per Thousand Views
- CPC = Cost per Click
- CPA = Cost per Action
- CPL = Cost per Lead
- CPS = Cost per Sale

Interaction Technology

- NFC = Near Field Communication
- QR = Quick Response codes
- SMS = Short Message Service (Texting)

About Mobax

Mobax Networks is a privately held technology company providing solutions for the Fixed Mobile Internet Convergence. More information on Admetry is available at www.admetry.com and www.mobax.com

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