

Press Release

Graz, November 30th 2023

Transforming Digital Signage into Dynamic Advertising Spaces: easescreen Introduces Programmatic & Sales Module with Adtrac

easescreen, a leading force in the digital signage industry, is thrilled to announce the launch of its **Programmatic & Sales Module** in collaboration with Adtrac, bringing advanced advertising capabilities to the easescreen Digital Signage system. The module is set to be available in Q1 2024, offering users AI-enhanced ad space booking and billing functionalities.

"A screen is more than just a screen." This Adtrac claim perfectly aligns with easescreen's core philosophy of maximizing every screen's potential to effectively convey messages to target audiences across various sectors, including retail, corporate, hospitality, and education. The focus is always on reaching the right person at the right time with the right message.

Through this strategic partnership with Adtrac, easescreen users can seamlessly integrate AI-enhanced programmatic features into their Digital Signage system, providing an enhanced experience for both advertisers and audiences. This integration simplifies the ad space booking and billing processes, making refinancing more efficient and user-friendly.

"We are excited about the possibilities that our collaboration with easescreen brings to Adtrac and easescreen users. The Programmatic & Sales Module opens up new avenues for dynamic and targeted advertising, allowing businesses to optimize their monetization strategies.", says Benjamin Wey, CEO at Adtrac.

Deepened Partnership with Adtrac Revolutionizes Digital Out-of-Home (DooH) Advertising

Adtrac empowers retailers to have complete control over bookings, reporting, and transparency regarding the performance of potential marketers. The platform minimizes the effort involved, saving approximately two working days per campaign.

A notable achievement is the implementation of Adtrac + easescreen at one of Germany's largest retail giants, where the combined solution is already in use. This success showcases the practical application and effectiveness of the collaboration in a real-world retail setting.

"This is a game-changer for retailers and suppliers alike. The integration of Adtrac into the easescreen ecosystem signifies a step towards more efficient and transparent digital advertising," states Peter Feldbaumer, CTO at easescreen.