

Progamatic Connect

Mobile Application Description

Title (50 Characters)

Programmatic Connect

Short Description (80 Characters)

A new and free service, digitally innovative way to increase your customers' in-store experience!

Long Description (4,000 Characters)

Programmatic Connect is the groundbreaking software that allows you as a small business owner to add value to your customer experience, expand your wallet share with existing consumer and generate new streams of consistent earnings.

Programmatic Connect is a state of the art Digital Out Of Home (DOOH) software that allows you to connect with your customers in exciting new ways. Our technology provides valuable information such as local live weather, date/time that can promote items in your store, or generate a new income stream for yourself, as you show an advertisement on behalf of someone else. Multiply earnings with multiple devices under one account.

DOOH is a favorite amongst consumers and customers because of the convenient access to the information it can deliver in a matter of seconds. People are often busy, running around, doing multiple things at once. A DOOH ad can reach someone unexpectedly and create engagement while they are in the middle of doing something else. It is the perfect vehicle to get your message in front of an audience that is too busy to watch TV or read the newspaper.

By now we all know the importance of discovering new, innovative ways to connect with our target audiences. It is important to ensure you are connecting through digital signage because your future customers are expecting it. They are demanding that you reach them where they are at and make it as easy as possible to consume your content. You must find a way to fit into their busy, screen filled, lives and then stay top of mind at all times.

Our software is an excellent way to increase revenue by up-selling customers with promotions. Our strategy takes a current customer, who is already spending money in your store, and shows them an advertisement for a new product they may not even be aware exists. Interested in earning additional income? Use our software to stream branded advertising and sponsorships from other companies. It's a true advertising win-win for everyone involved.

How Much Does It Cost?

Application is free of charge, however the account owner is responsible for the cost of each device, mount, installation, wifi, and charging. Contact sales@programmaticconnect.com for a free consultation. Bring your own device or purchase online and in-store at your favorite electronics retailer. Simple and quick installation process, sign into the application then position device where your customer has a clear line of sight.

How does it work?

It's very simple! We set up a screen, ranging from 8 to 10 inches, in a high traffic area of your store, ideally by waiting areas and checkout counter. Once our technology picks up basic facial features shared by all humans and confirms engagement, we go to work! First we provide valuable information such as the local time and upcoming weather. Then, we show an advertisement. This could be an in store promotion, as a way to increase your wallet share with existing customers. It could also be an advertisement for another brand, in which case that is additional revenue in your pocket.

What About Customer Privacy?

In an age of privacy concerns, we want to assure you that this is something we take very seriously. The type of facial detection our software uses is not intrusive. When a customer's face is scanned we are looking for confirmation that someone is looking at the screen. We do this by scanning and counting unidentifiable facial features to ensure a real person is consuming the information and message. It is about connecting with a live person no trying to figure out exactly who that person is.

All human faces shares some universal properties of the human face. We are using the least intrusive algorithm to detect face and confirm engagement. We invite you to learn more about face detection at the links below.

<https://towardsdatascience.com/face-detection-for-beginners-e58e8f21aad9>
https://en.wikipedia.org/wiki/Face_detection

Learn More About How To Get Started

To talk to a representative, download the app and sign up for an account. You may expect a prompt response if you e-mail us at: sales@programmaticconnect.com

How We Collect The Data

Programmatic Connect aggregates useful and attention-grabbing information from third party internet companies that is made available to display in an accessible hands-free manner. We understand and respect your desire for privacy online and offline. To that end, we would like you to know how we use the information you consent to provide us:

We collect personally identifying information when you register for Programmatic Connect. This personally identifiable information may include, without limitation, your Name, Address, Phone Number and E-mail address. We capture non-personally-identifiable information such as device ID (i.e. IDFA & GAAID) after login and during use to administer Programmatic Connect and to compile aggregate information about usage of Programmatic Connect, as well as, GPS location (i.e. Latitude/Longitude) and IP address to cultivate and deliver location-specific content.

Use sensitive data from camera sensors to detect unidentifiable facial features which enable software overlay to display content at the opportune time. We are using Google Vision SDK for facial feature detection and not using cloud vision services. Proprietary image recognition analyzes anonymized imagery in real-time without having to be stored on any servers.

Privacy & Feedback

Our Privacy Policy can be viewed here: <https://programmaticconnect.com/privacy-policy>

Our Terms of Use can be viewed here:

If you have any questions or suggestions about our digital out of home service, please do not hesitate to get in touch at sales@programmaticconnect.com