



FREEMIUM MOBILITY





Eilzustellung
Express

Büchersendung
Max Mustermann







= € ?





CAR
2AD



CAR
2AD



PLAKAT



DIGITAL



PLAKAT



DIGITAL



x12



mit
Parkschein





SURGE PRICING

Demand is off the charts! Rates have increased to get more Ubers on the road.

7.75x
THE NORMAL RATE

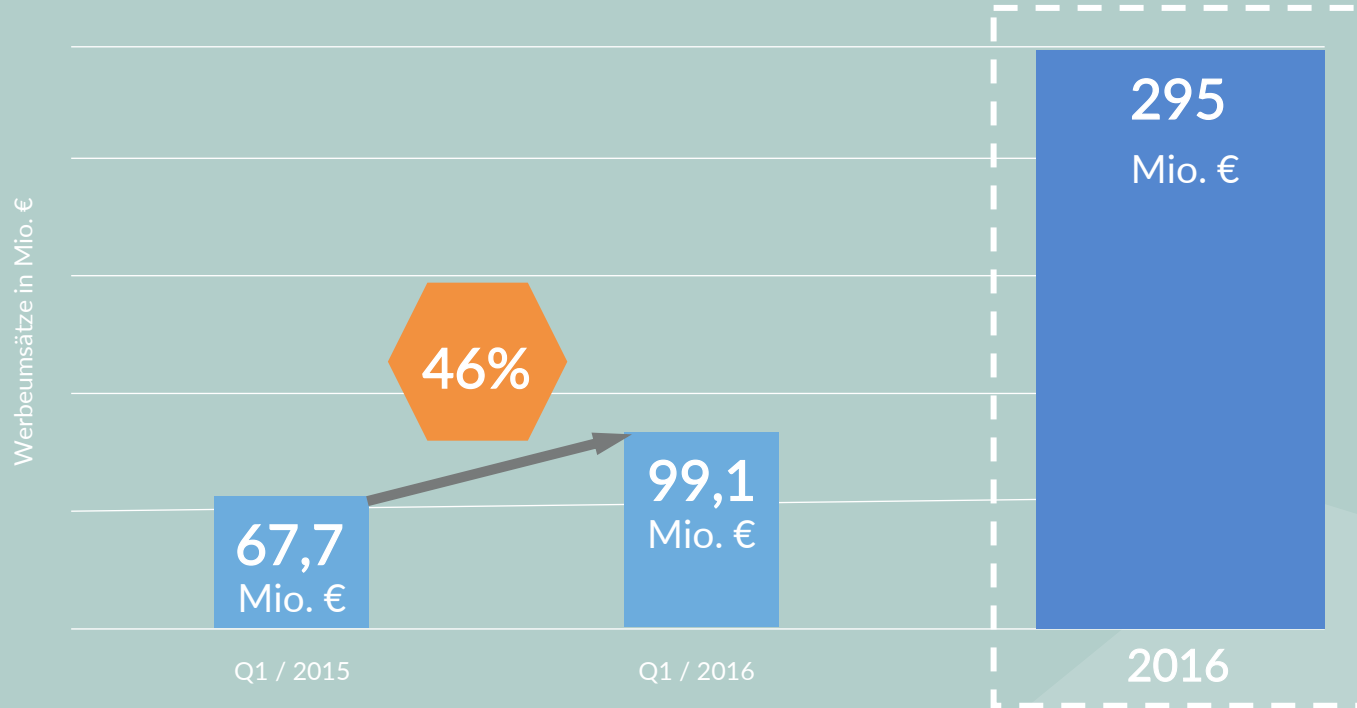
\$93 MINIMUM FARE
+
\$5.81 / MIN = \$23.25 / MILE

I ACCEPT HIGHER FARE

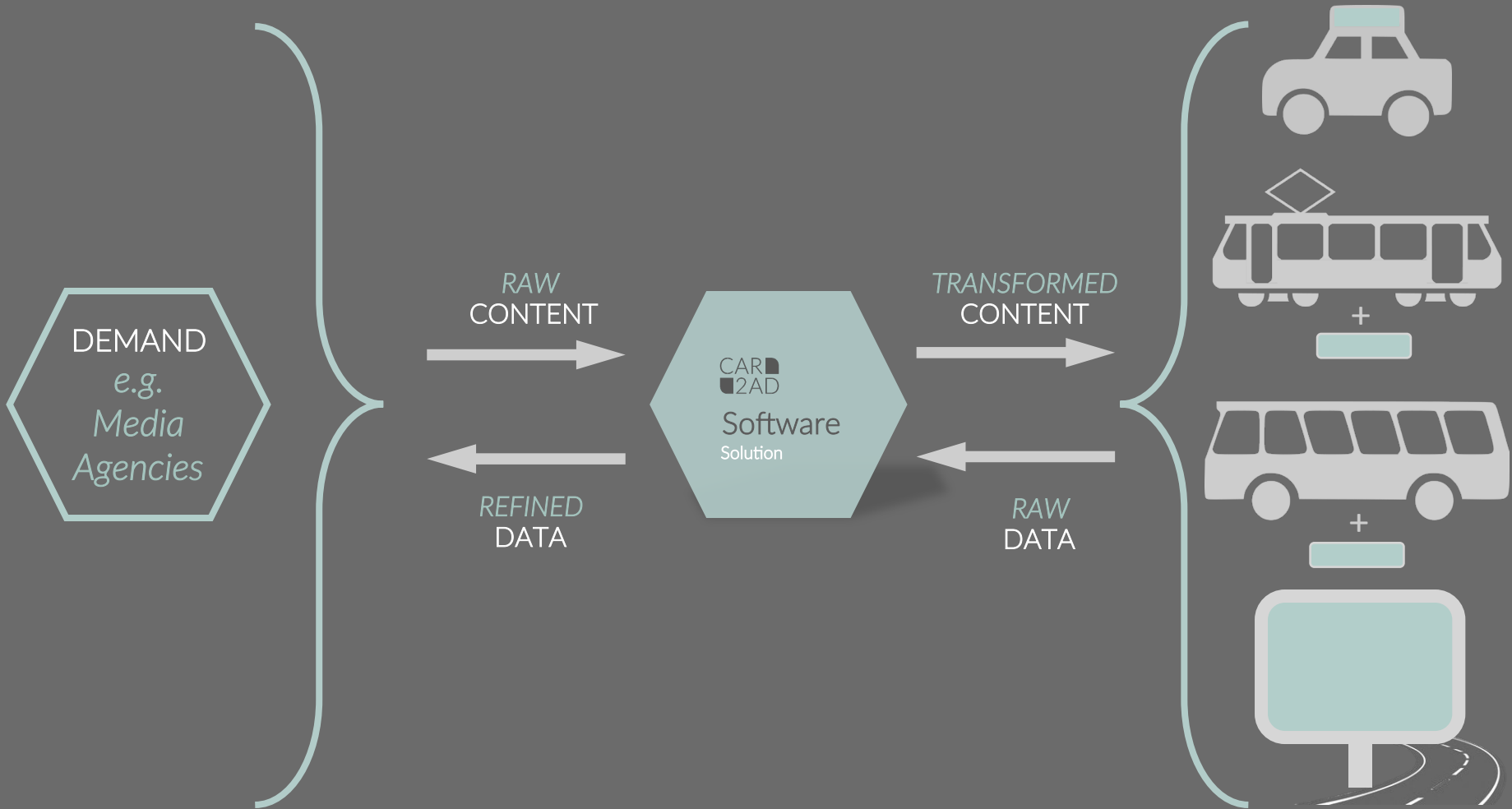
THIS RATE EXPIRES IN 1 MIN



MARKTWACHSTUM – DOOH



[Quelle: <http://blog.dmi-org.com/nielsen-zahlen-doooh/>, Abruf 05/2017]



UNIQUE SELLING POINTS



ADDRESSING TARGET AUDIENCE

Location-based identification of target audience in real time

LIVE MEASUREMENTS

real-time analysis of billboard viewers (views) in the vicinity



AUTOMATIC

Automatic booking and transfer of content via cloud servers in real time

USING PARKING TIME

Higher awareness through richer content at advertising location



MOBILE LOCATION

Targeted selection of advertising location, based on customer preferences

INTERACTION

Distribution of customized content through Wi-Fi

CAR
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db

drive by
miles not minutes





YOUR DIGITAL
MESSAGE







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FUND
Viktor
Jahn



WE DRIVE ONLINEMARKETING

FURTHER INFORMATION

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