

**OUTWORLD**

— BY CYBERTRON ADS —

**THE FULLY PROGRAMMATIC  
OUT-of-HOME  
ADVERTISING SOLUTION**


# Improve your Reach

Captivate your audience during their daily life activities

Malls  
Gyms  
Restaurants  
Supermarkets  
Lounges  
Bars

Enjoy interesting benefits

Innovative Pricing  
Campaign Scheduling  
Analytical reporting  
Easy to use solution  
Quality Top-of-Mind Awareness



# OOH as you used to know

## CAMPAIGN DEPLOYMENT

Numerous worries on campaigns being actually live, how long they were played etc.

## QUANTITATIVE QUESTIONS

You had to have various 3rd party outlets analyze how many times you ad played, when it played and if it did with a very high chance of human error

## PRICING AND BOOKING

Booking campaigns had to go across various metrics from changing rate cards, to spur of the moment unavailable spaces etc.



## FULLY PROGRAMMATIC DEPLOYMENT

From the campaign setup till the final deployment, there is not a single reason for you to pick up a phone nor send an email to get your campaign live.

## COST PER PLAY

With a high priority in transparency, we have developed a cost per play whereby you can know exactly what and why you're paying any said amount.

## PROPER AWARENESS

With our deployment, you're able to reach users who actually are in the right frame of mind to get the imprint of your campaign upon themselves.



# Our Solution

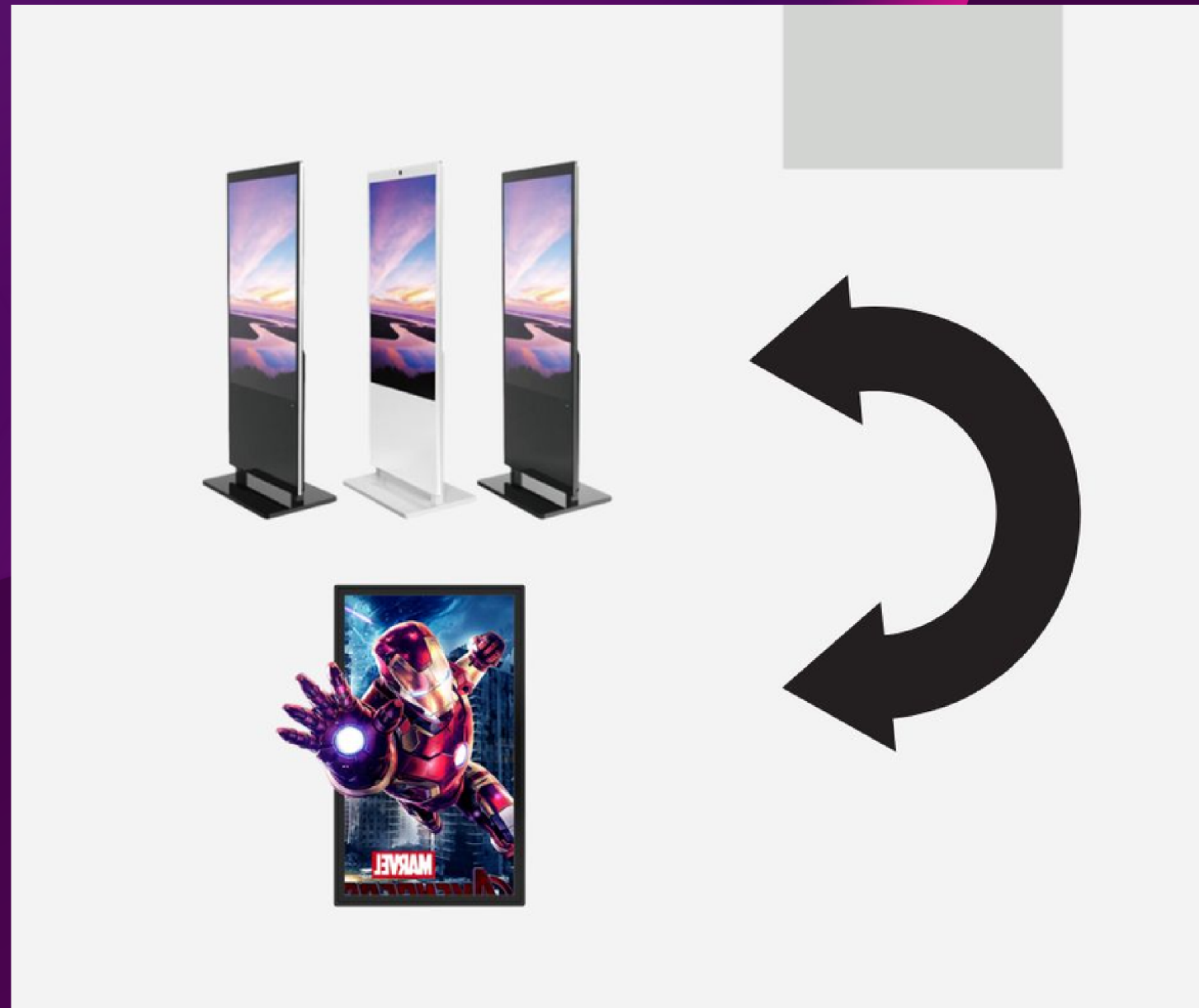




# EXAMPLE OF SOME KEY PLATFORM FEATURES



## FLEXIBLE DAILY PRICING



## PAY PER PLAY





## VARIOUS SCREEN SIZES



**STANDING SCREEN**



**WALL SCREEN**



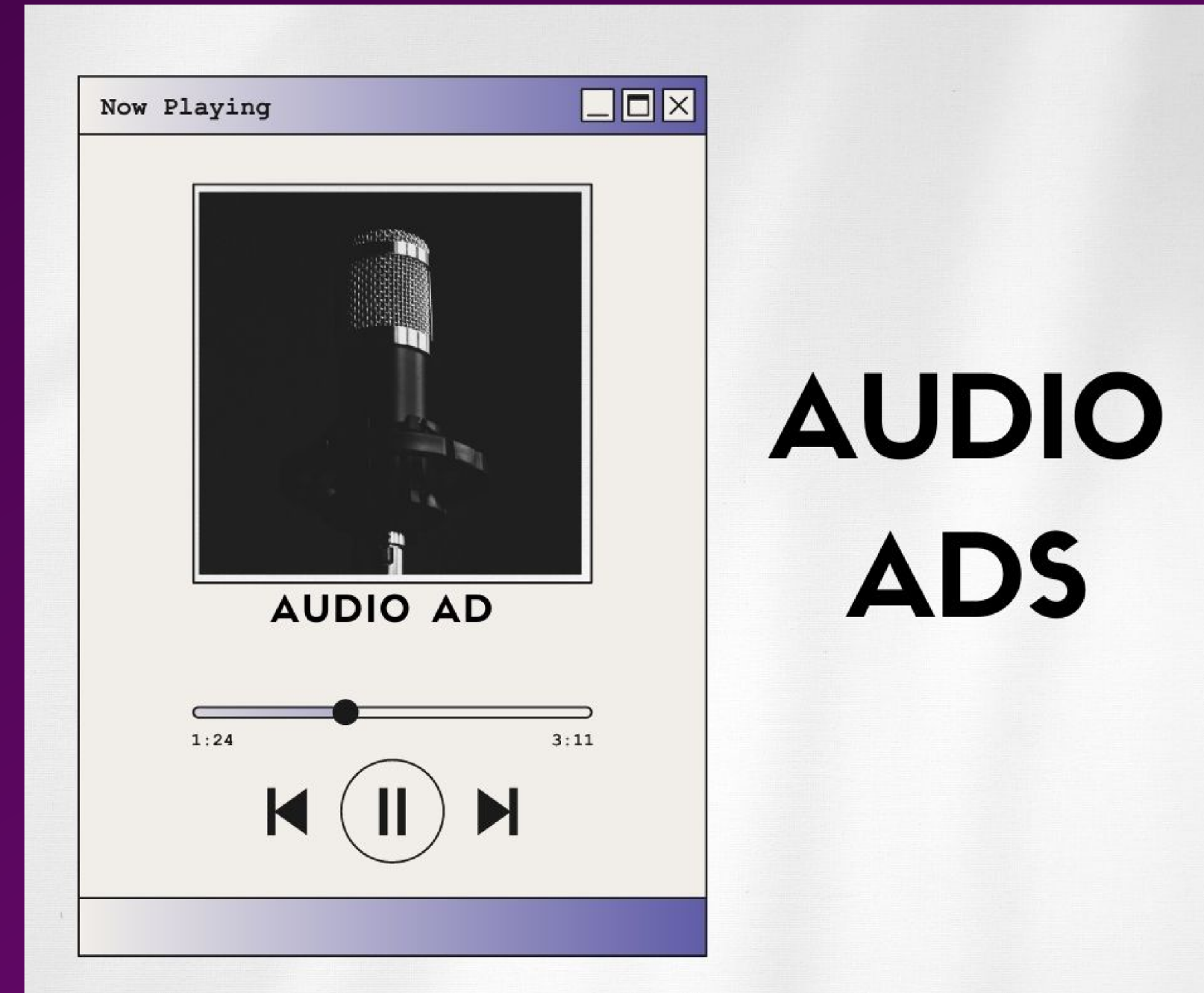
**CEILING DROP DOWN  
SCREEN**



## INTERACTIVE QR OPTION INTEGRATION FOR ADS

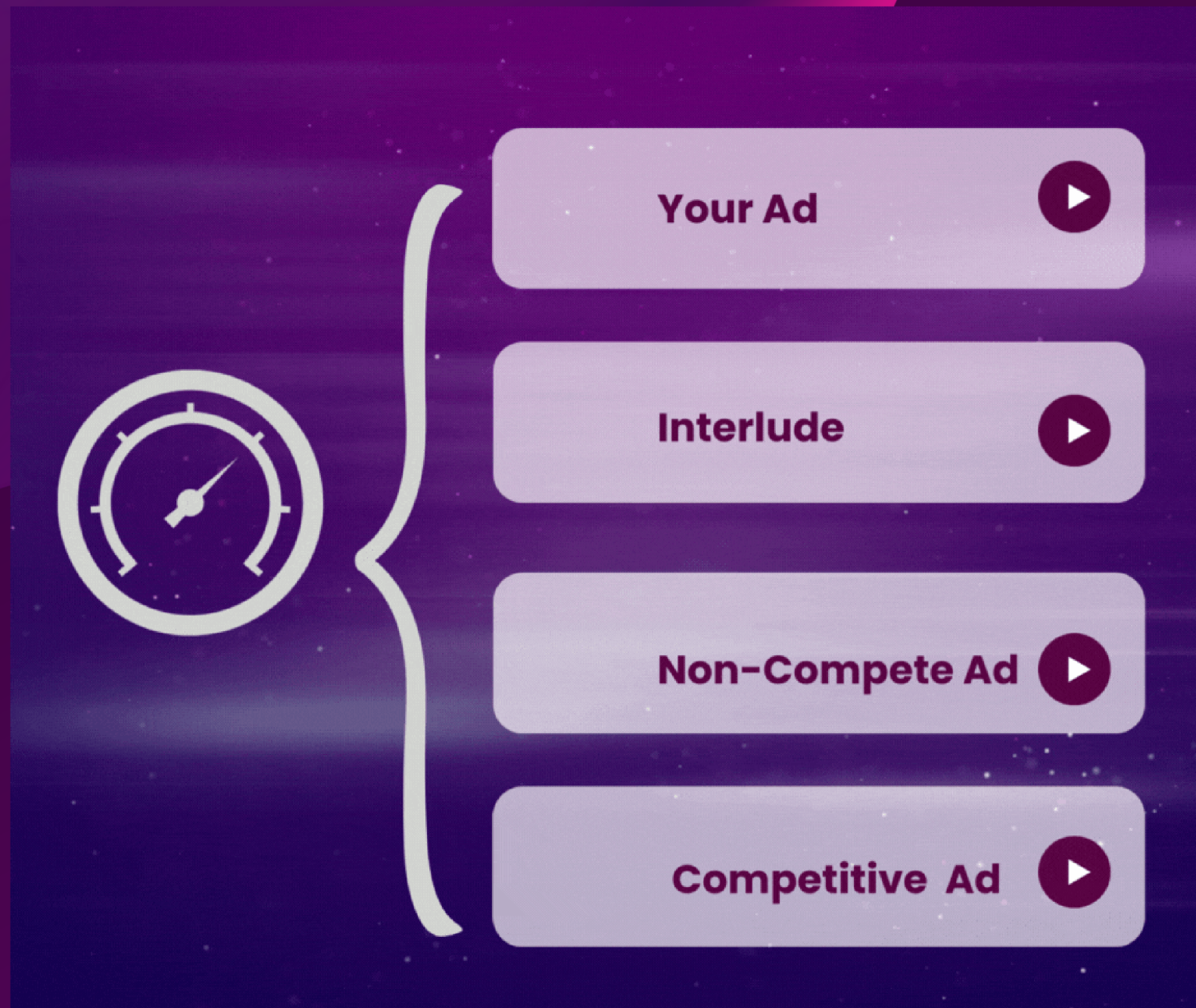


## AUDIO ADS

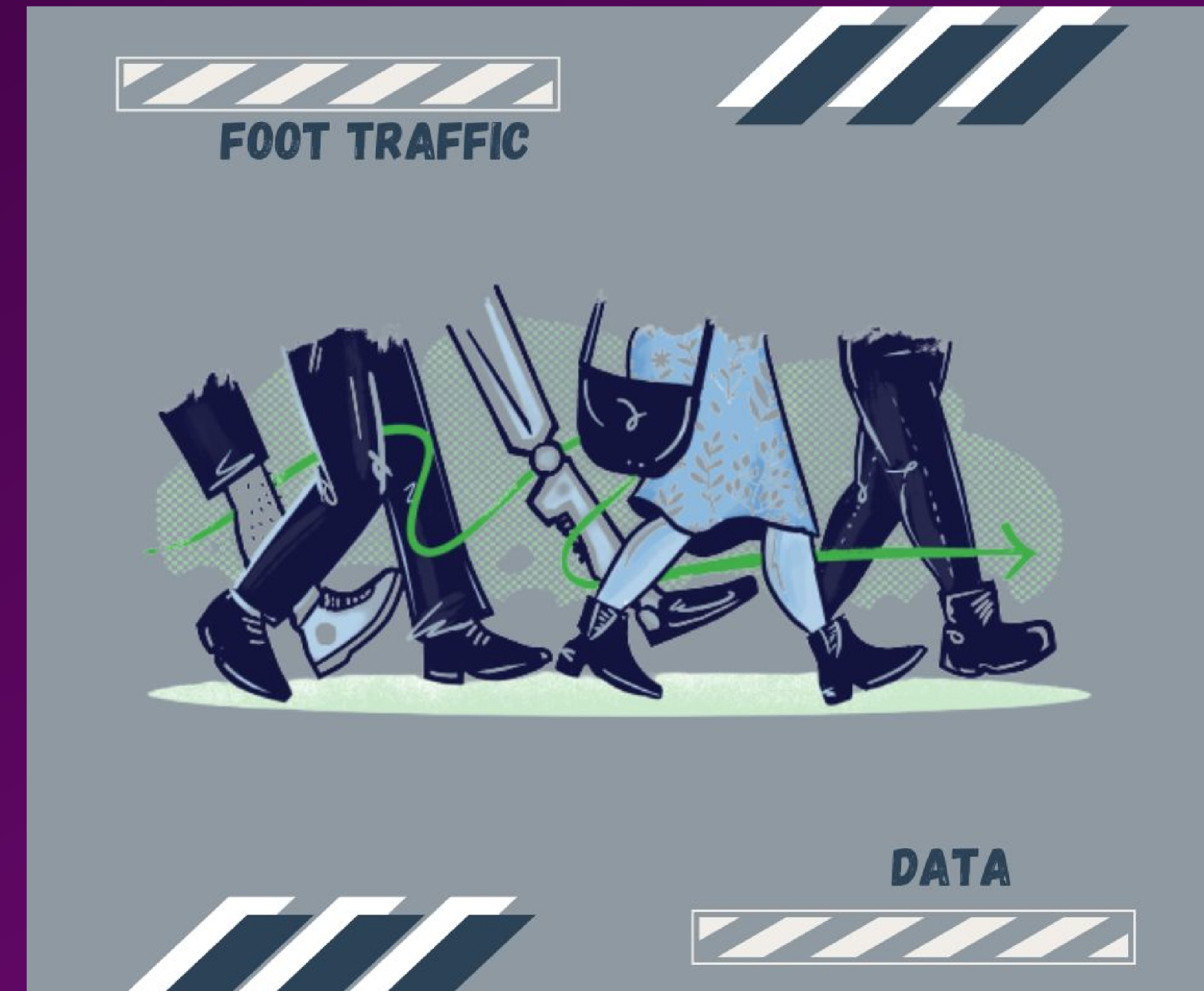




## NON COMPETE ADVERTISING PRESSURE



## FOOT TRAFFIC DATA

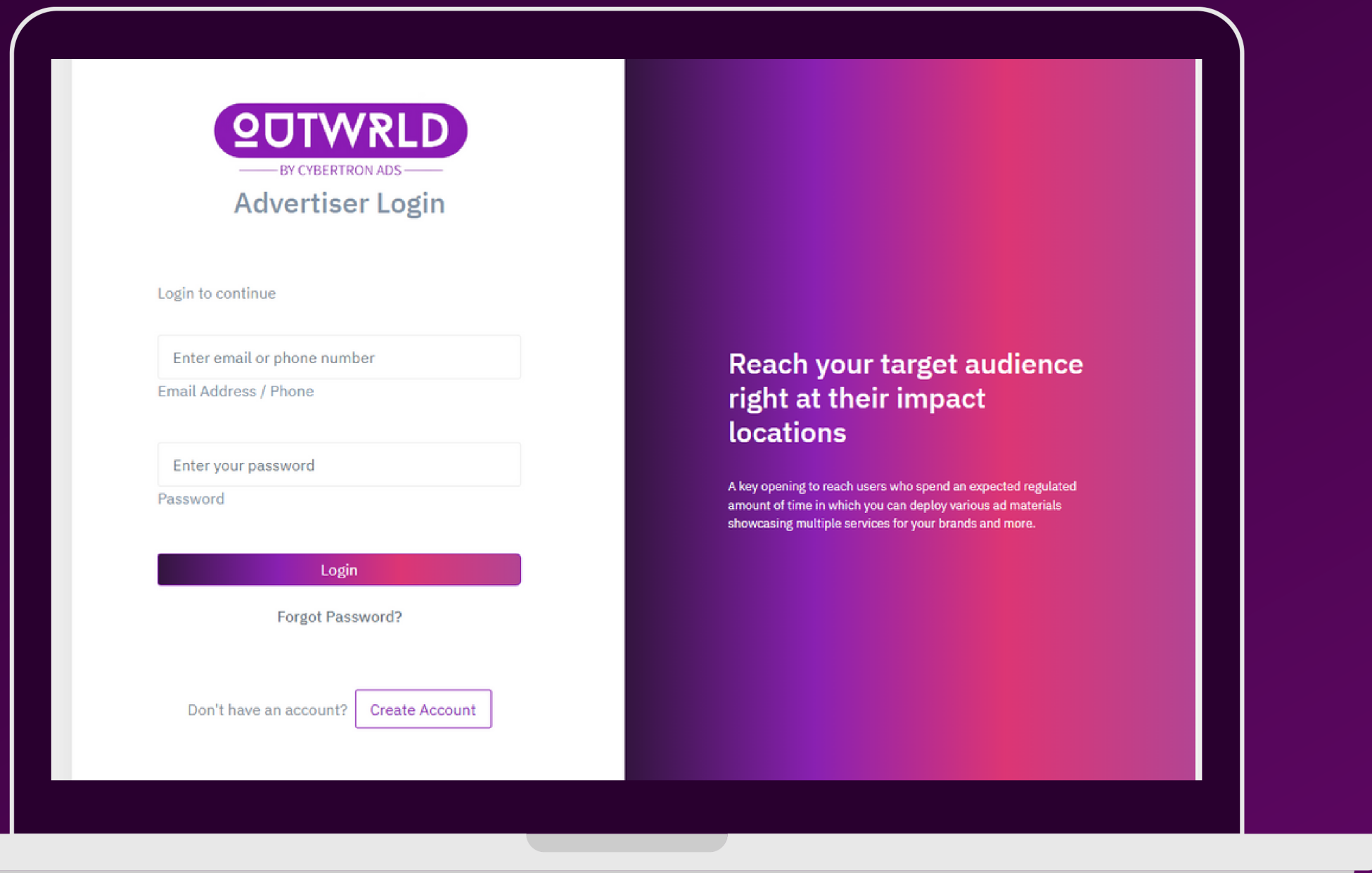




# PLATFORM CAPACITIES







## SELF-SERVED PLATFORM

Register and Signup to proceed with your ad campaigns with all necessary information provided

## Campaign | Basic Details

RD / CREATE CAMPAIGN | BASIC DETAILS

Campaign Title ? \*

Campaign Category \*

Select Category



Start ? \*

dd/mm/yyyy



End ? \*

dd/mm/yyyy



Starts Daily At ?

--:--:--



Stops Daily At ?

--:--:--

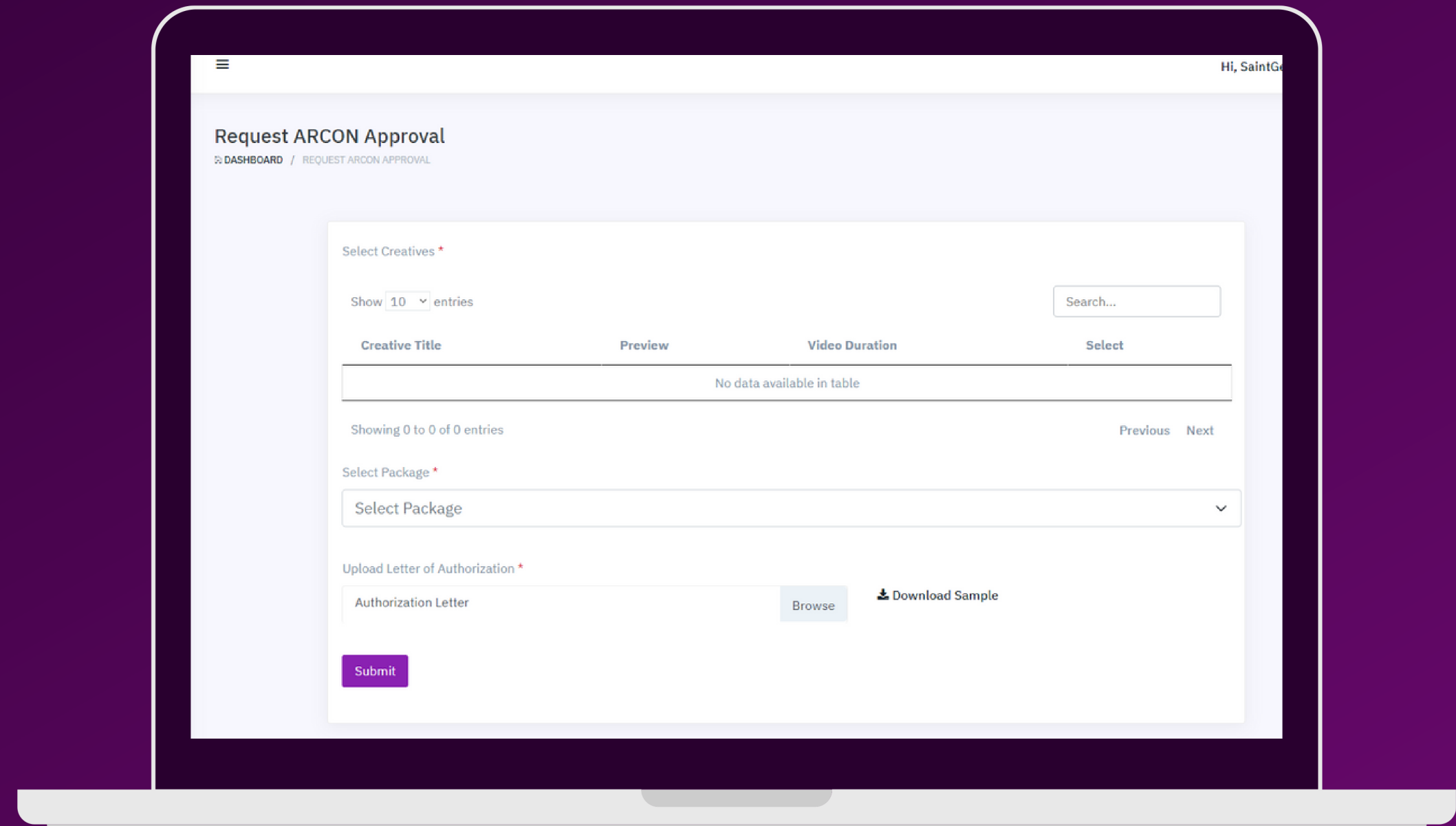


Add Creatives →

# CREATE AND SCHEDULE CAMPAIGNS

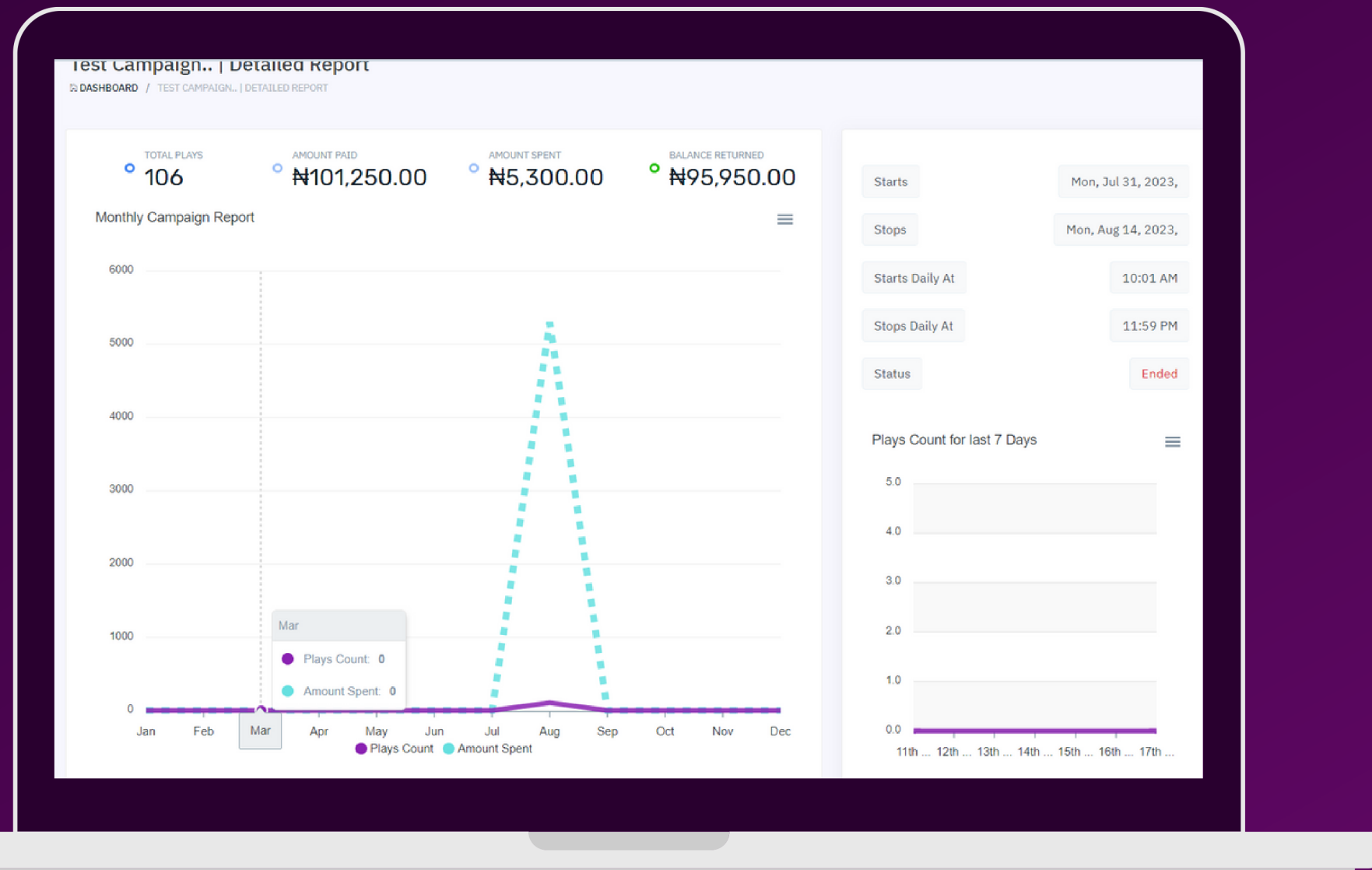
Schedule campaigns by date, time, category, player, location etc.

# Manage Creatives and Process Approvals



Process approvals for your creatives from regulatory bodies such as ARCON with a fully digitized process

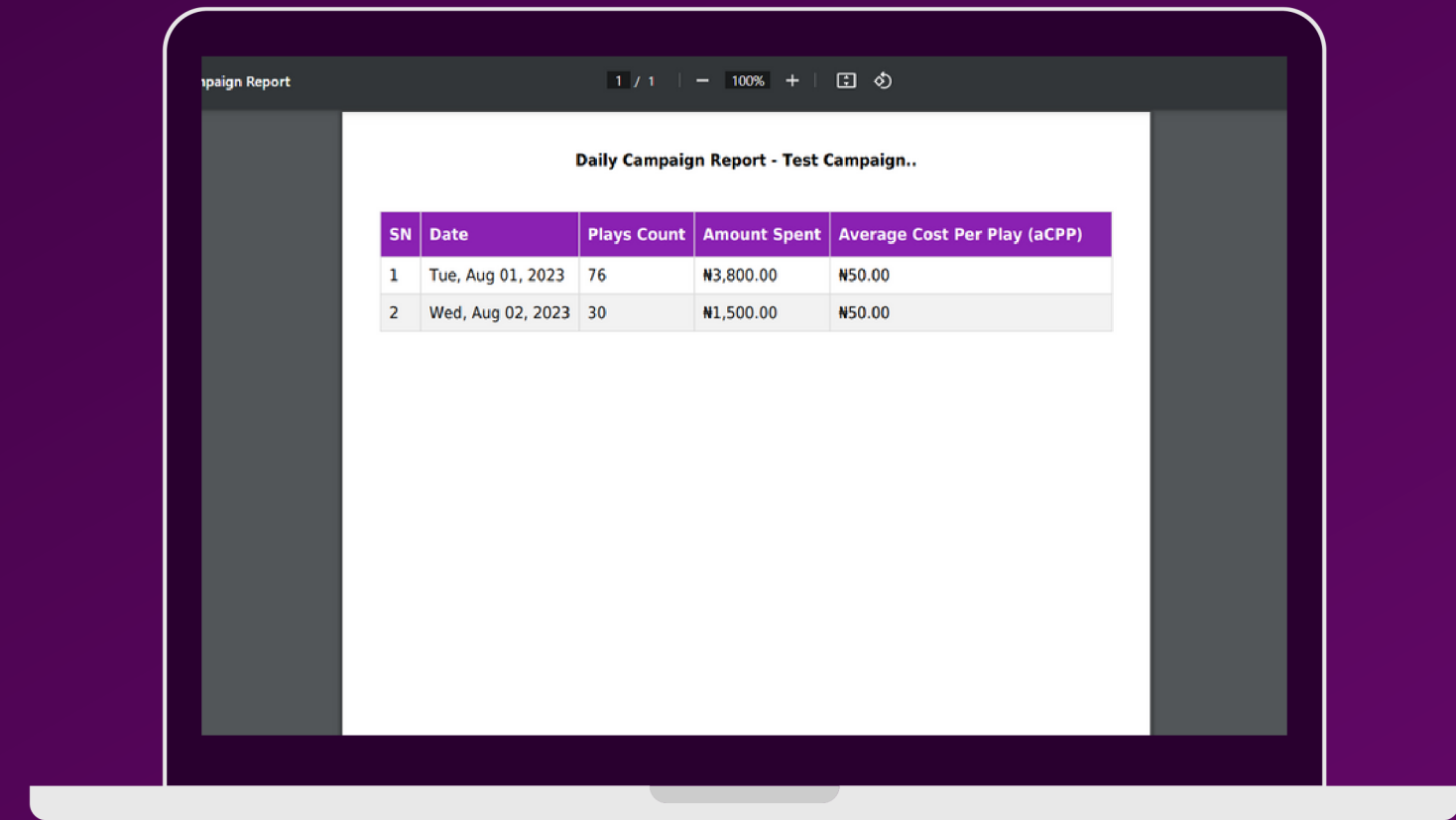




# ANALYTICAL REPORTING

Play counts, Graphs , Plays by Player etc. displaying all relevant data

# Easy export for reports



The image shows a laptop screen displaying a web application interface. At the top of the screen, there is a header bar with the text 'Campaign Report' on the left, and navigation controls including '1 / 1', a minus sign, '100%', a plus sign, and icons for a document and a link. Below the header, the main content area is titled 'Daily Campaign Report - Test Campaign..'. It contains a table with the following data:

SN	Date	Plays Count	Amount Spent	Average Cost Per Play (aCPP)
1	Tue, Aug 01, 2023	76	N3,800.00	N50.00
2	Wed, Aug 02, 2023	30	N1,500.00	N50.00

Presentations are communication tools that can be used as demonstrations, lectures, reports, and more.

# START NOW

SIGNUP at  
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