

Activate Players

Increase sales by activating consumers with digital content and digital experiences at the point of purchase.

Using web-based *ActiVia for Media* software, lottery marketers can schedule and distribute engaging content through their digital sign networks, delivering the right message to the right place and at exactly the right time.

As traditional advertising becomes less effective, digital signage at retail is becoming the higher ROI option to reach and influence consumers.



Point-of-Sale Digital Sign Networks

ActiVia for Media software enables marketers to customize sign content right down to the individual retailer level. Specific content can be targeted by time of day, day of week, store location or retail chain.

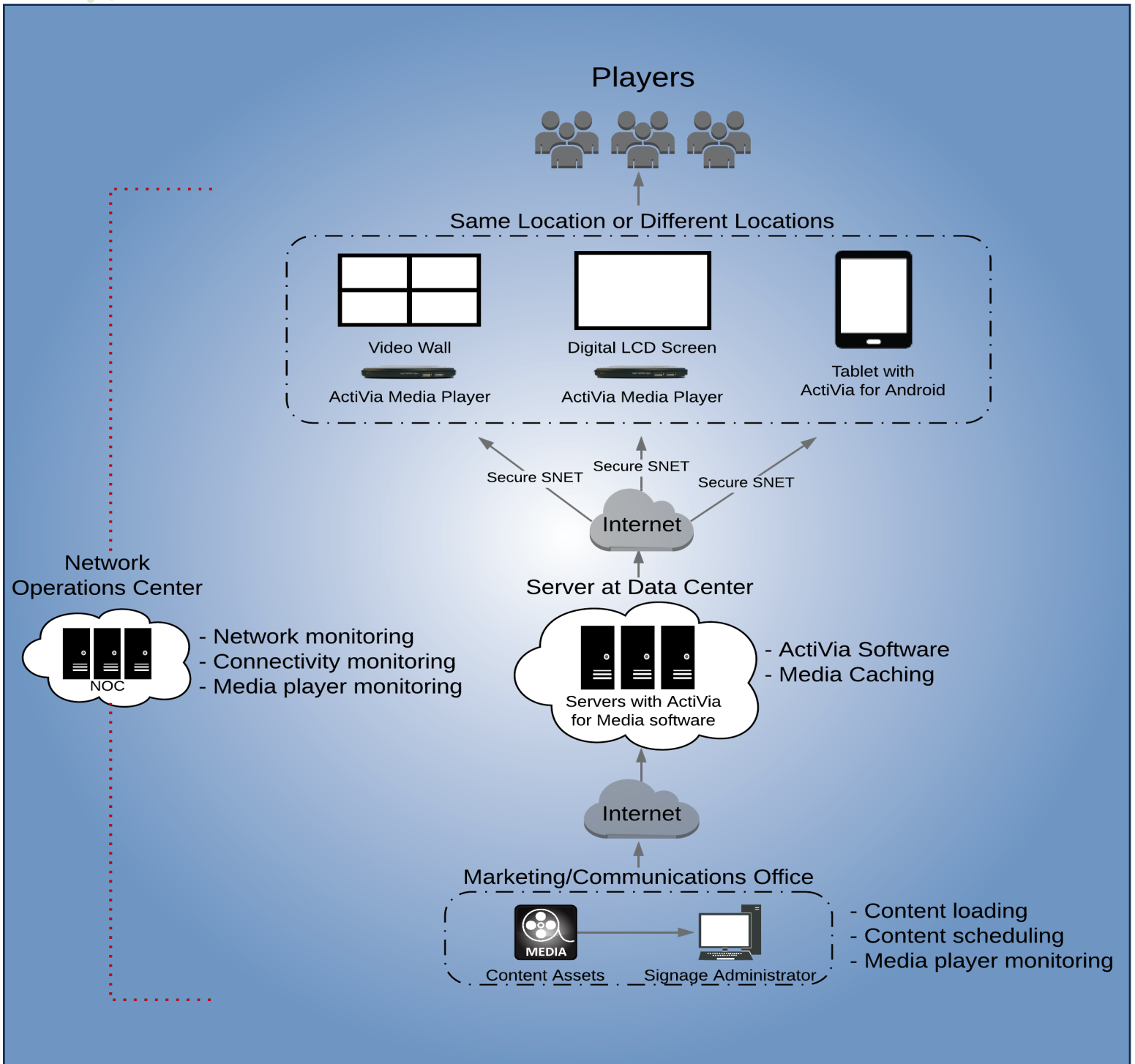
Relevant examples include:

- Day parting – Automatically matching sign content with changing store customer demographics at different times during a day and different days of the week
- Location – Aligning lottery products advertised with the demographics of the retailer's neighborhood
- Retail Chain – Displaying specific content based on which lottery retailer the sign is placed

In addition to product content, lotteries can also incorporate Good Cause and Responsible Gaming messages into each sign's content loop.



Overview of a Digital Sign Network



For more information or to schedule a demonstration contact:



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