

Dynamic Pricing for Outdoor Advertising

Optimisation and Expansion using AI

The billboard displays the following information:

- DXPLIATION** (Εξπλιάνση) - variable priced in EE5T (variable priced in EE5T)
- 2.27 €
- 229.89
- 2/10 / S.243
- ΔΑΡΑΝΗΣΕΣ (DARANISES)
- € 39.9
- € 24.99
- αύτην (aúτηn) € 2.09
- ΕΠΙΠΡΟΣΘΕΤΟ (ΕΠΙΠΡΟΣΘΕΤΟ) 0.00
- OK weekly € 3.97
- 2.599
- Δεδία (Dedía) € 2.8.46
- GAFFASC 0.30
- Day-Weekly 84.27
- 73549
- Wid. Sty € 3.54
- ραποσίχλας (raposíχλας) € 0.89
- 53.8.3
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- 43
- 80
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Why no Expansion? (not Scalable)

Manual pricing



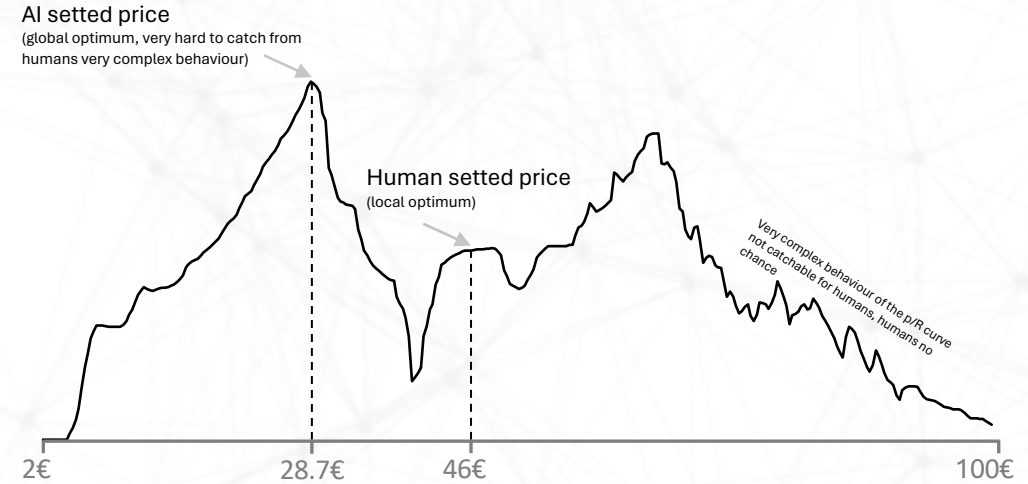
Manual pricing too slow, non-scalable, errateous

Pricing inefficient (yearly)



1 year is a very large scale, too much effects in between, no adaptation / reaction. Revenue losing

Revenue Price Complex Relation

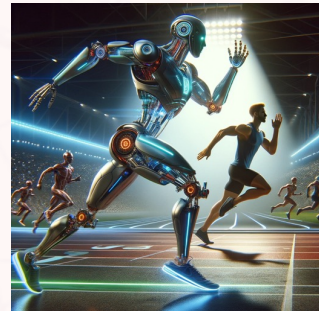


Mental limitation



Can not see global effects, e.g. competitors strategy, pandemic effect. Market-mapping ability limited

Advanced Competition



Competitors are automating, using some AI based methods and suppressing their competiton

Overseeing lucrative spaces



Worker can not identify new lucrative places or remove problematic outdoor adds

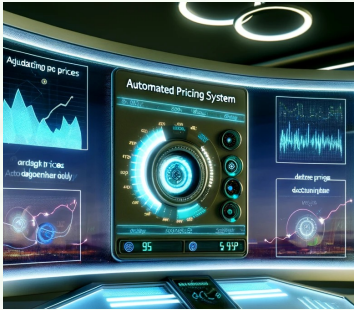
Workers not happy



Worker needs time to train a lot for the task. Worker leaves, must find new ones and train again - time consuming

Automation and Expansion via AI

Automated pricing



Automated price setting.
Very fast, scalable, less errateous

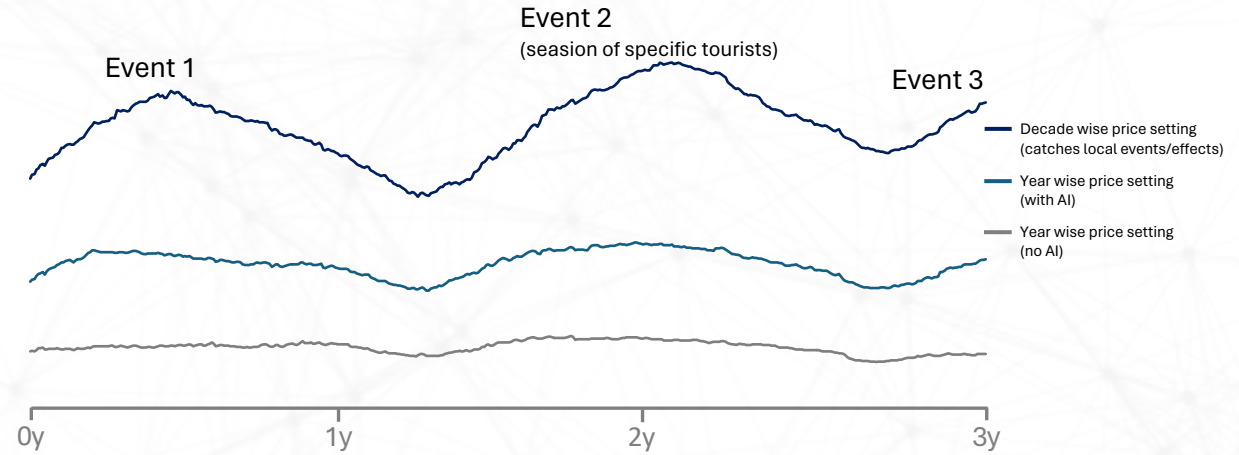
Pricing on decade basis



Decade-wise or yearly flexible automated pricing. AI learns faster from environment's feedbacks

Revenue Development

AI + yearly > 2x manual
AI + decade > 5x manual

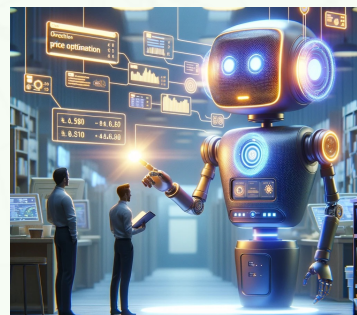


No mental limitation



AI maps the market well, sees global effects and competitors strategy, or adapts on pandemic effects

Suppressing Competitors



AI learns to suppress the competitors and also learns from competitors good/bad strategy

Finds new lucrative spaces



AI can identify new lucrative spaces automatically or hint on non-lucrative adds via intuitive heatmap

Learning from AI

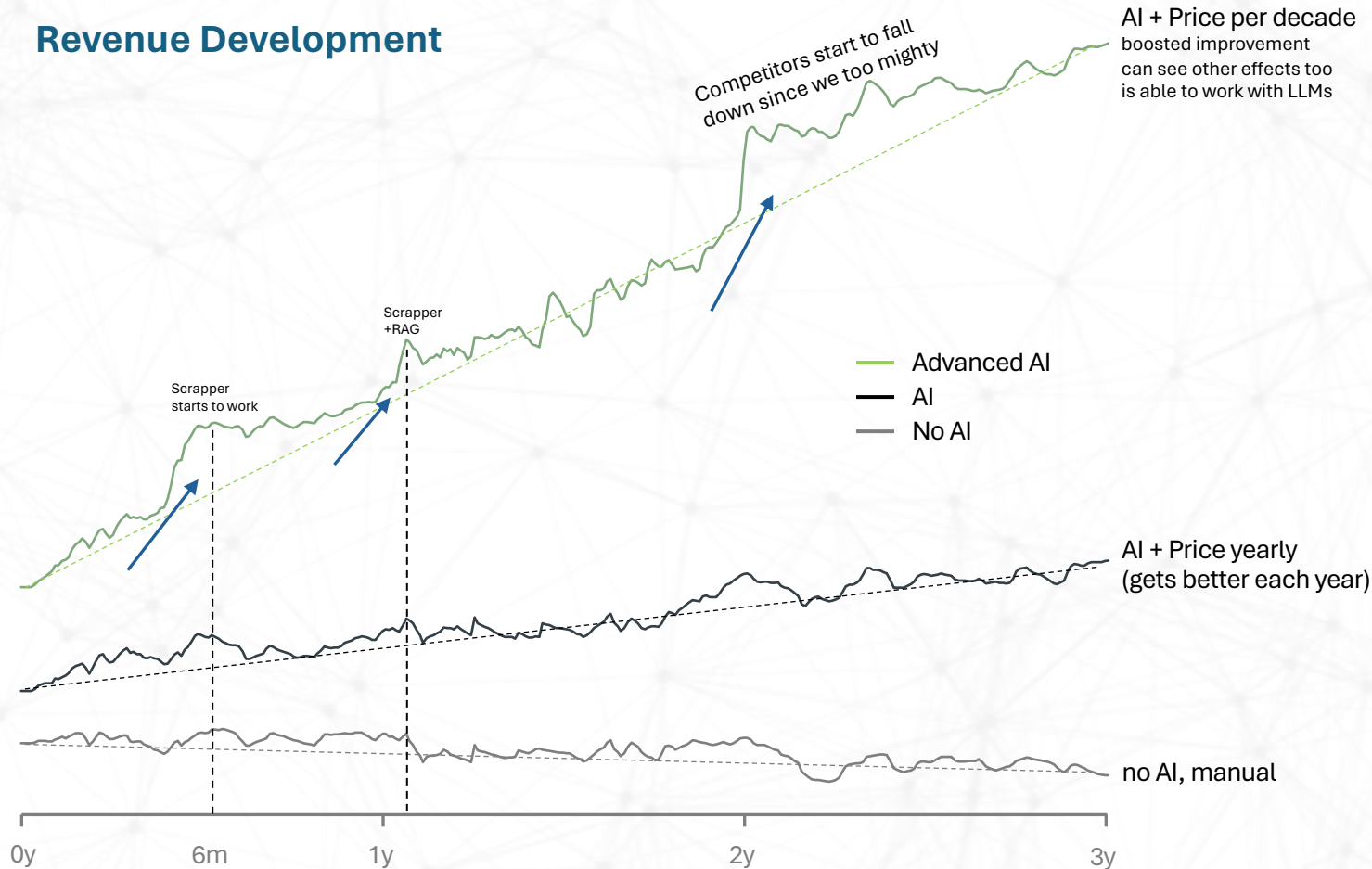


Using Explainable AI understand decisions of AI, get valuable additional knowledge, make better decisions

Self Learning AI: Timeline

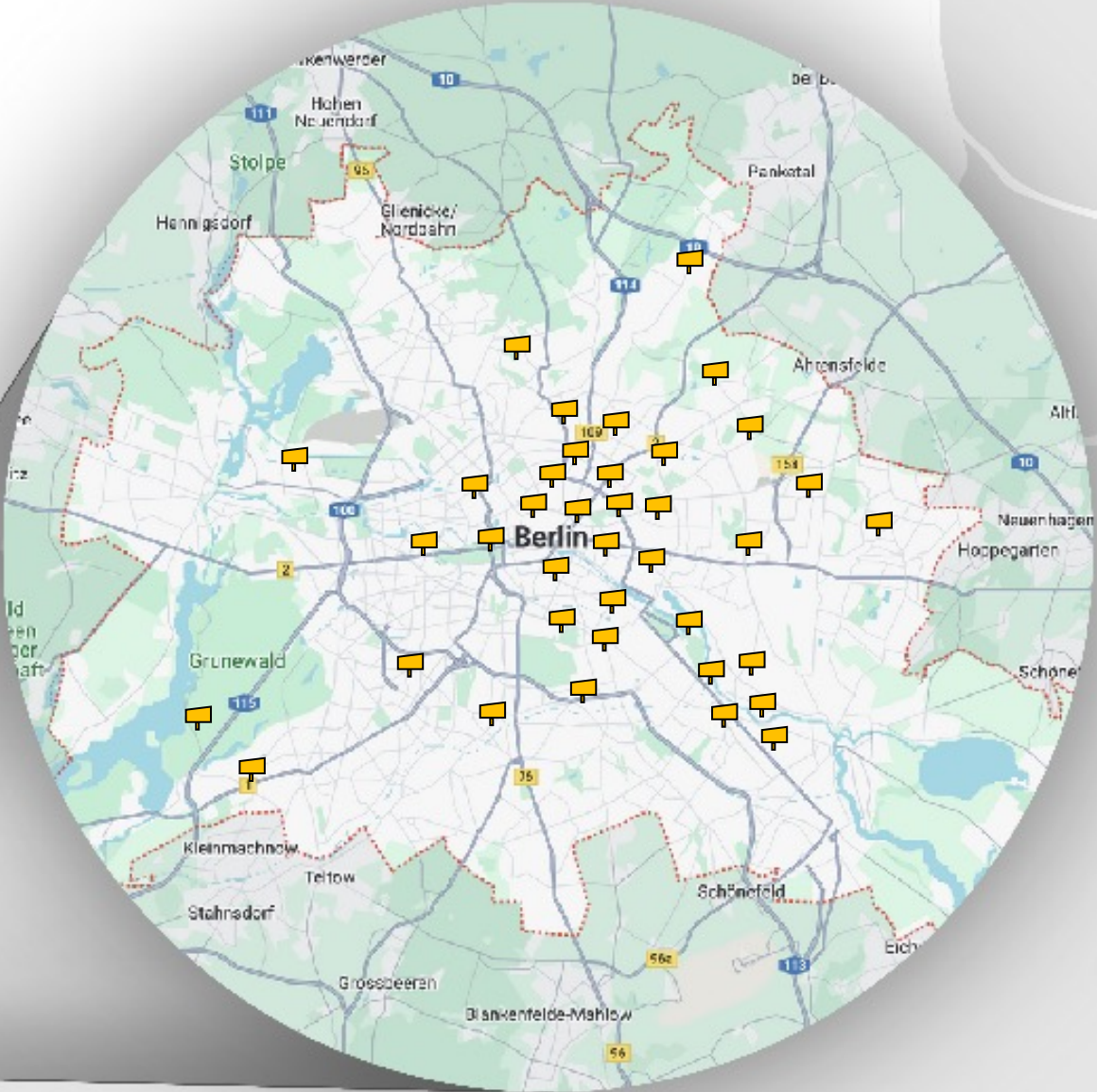
The development of the revenue curve with No AI, with an AI and with the more advanced AI solution combined with helping tools. Plot illustrates the drastic differences between this solutions.

Revenue Development



- AI tries to reduce the competitors since it tries to maximize the revenue, so the maximal revenue if no any competitors!
- Without a proper AI company starts to lose only doing “manual“ work, since other competitors are using AI.
- AI learns to map the market, it rebuilds the market in itself trying to operate with the market before the reality, it simulates it catching all cases and effects finding the best scenario.
- The more the AI learns to map better the more it can set more optimal prices and get most out of revenue. Competitors can not hold the competition.
- Scrapper: Analysing competitors data make reverse engineering and learn from them if they have good strategy. The AI learns it automatically! But the competitors can not learn from us, since if they do that our engine reacts to their behaviour and punishes their strategy!

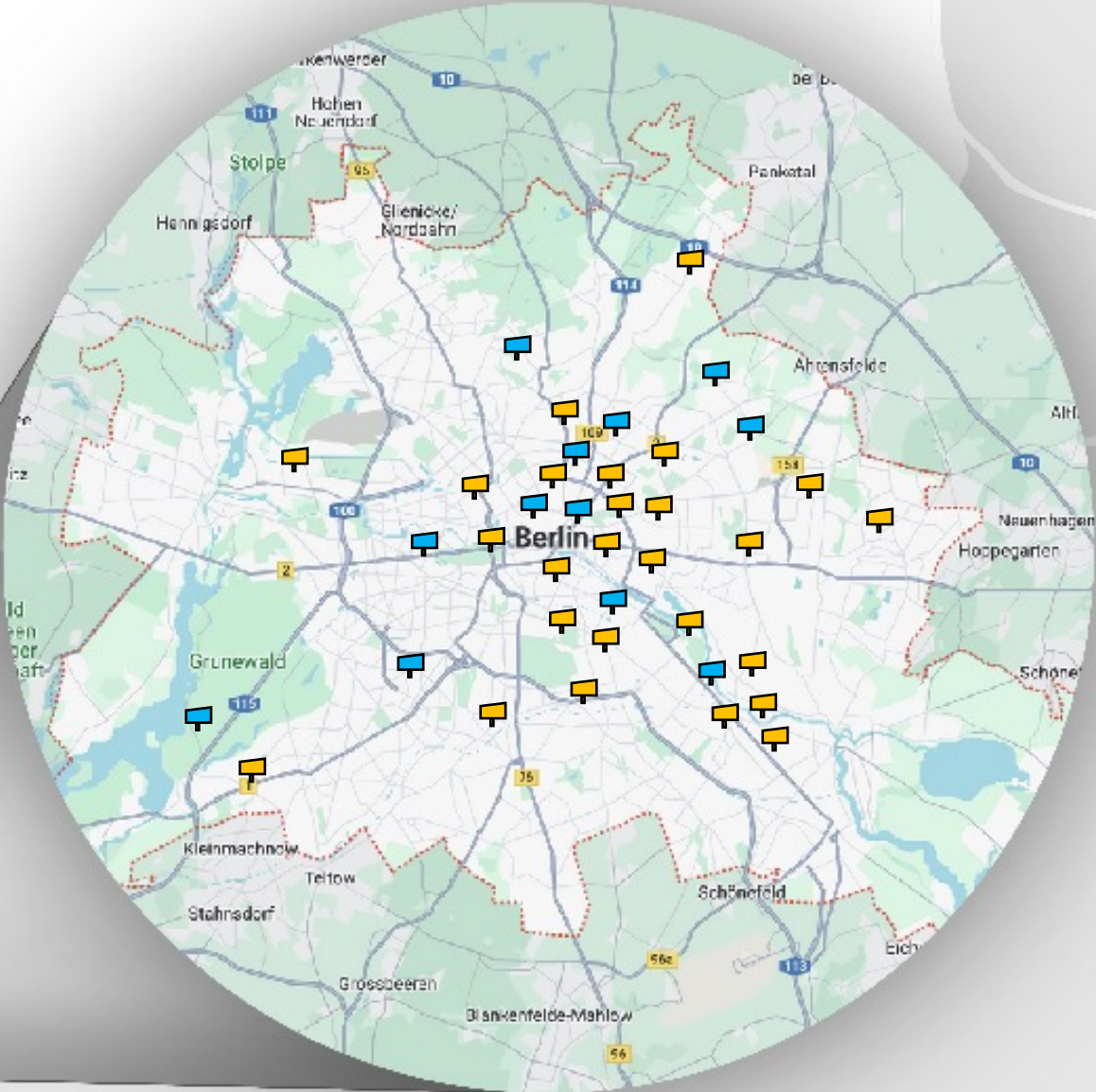
Dashboard



Key observations

- Orange: All

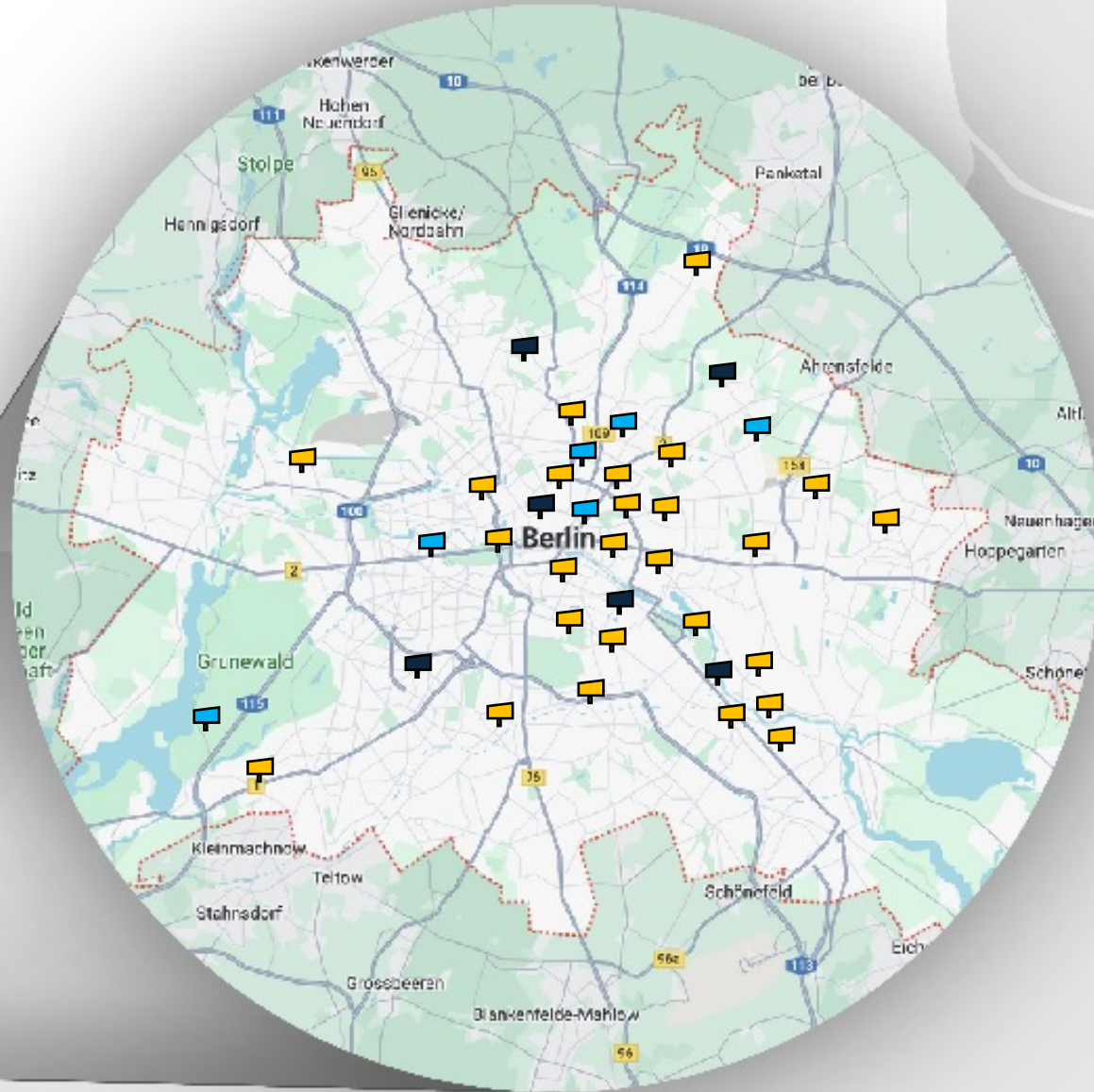
Dashboard



Key observations

- Orange: All
- Blue: We

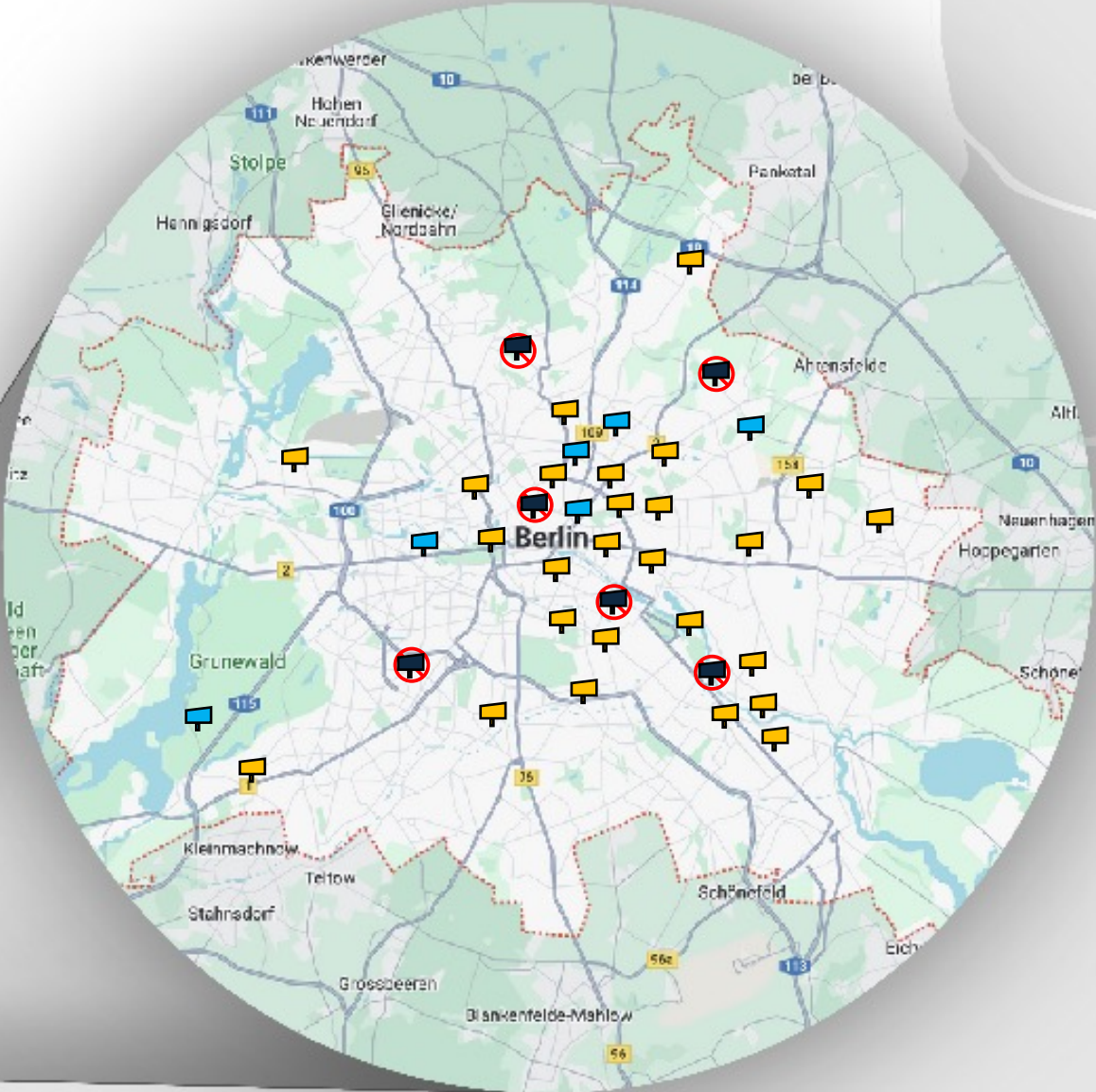
Dashboard



Key observations

- Orange: All
- Blue: We
- Identification of non-profitable locations

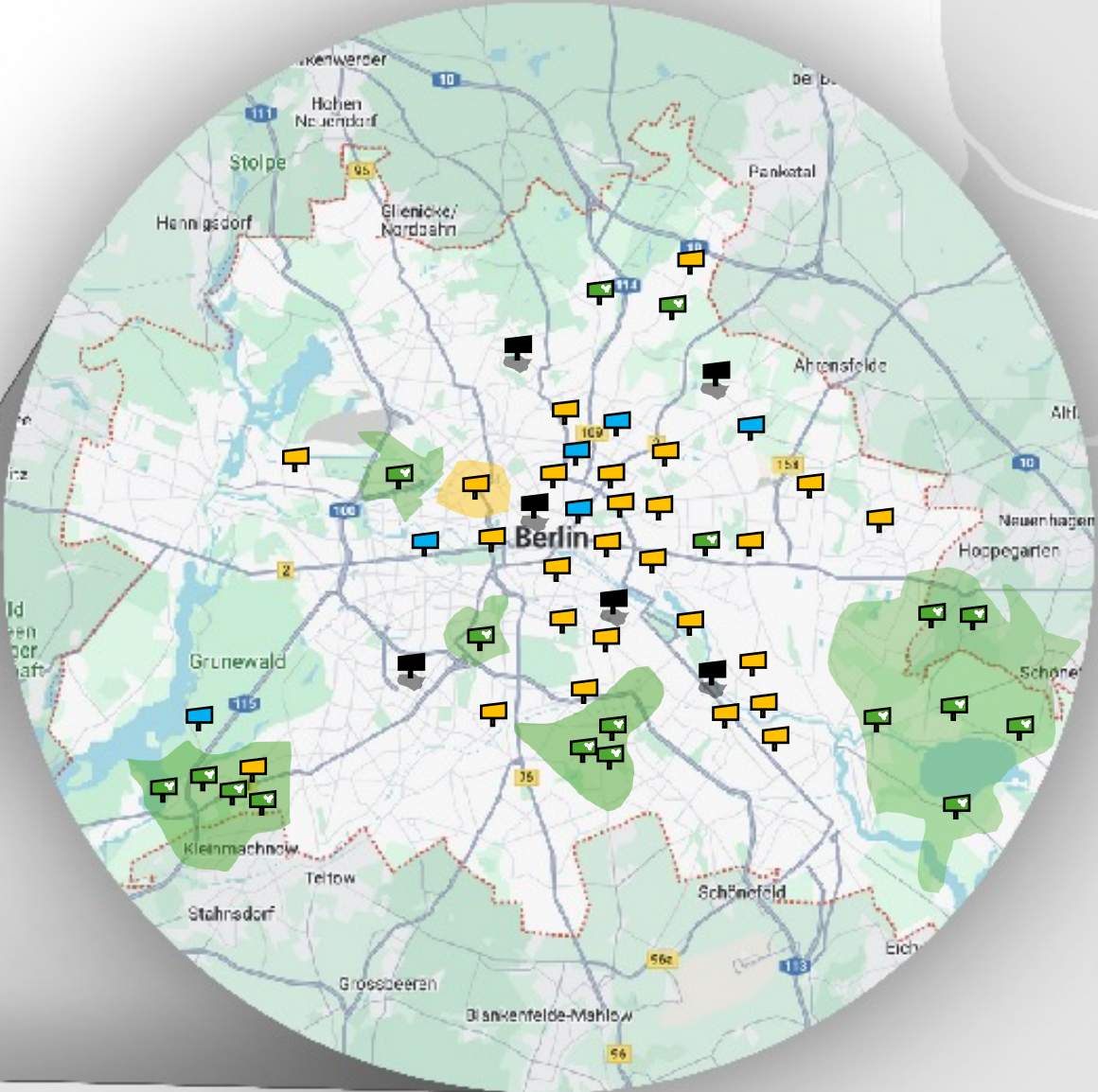
Dashboard



Key observations

- Orange: All
- Blue: We
- Remove our non-profitable locations

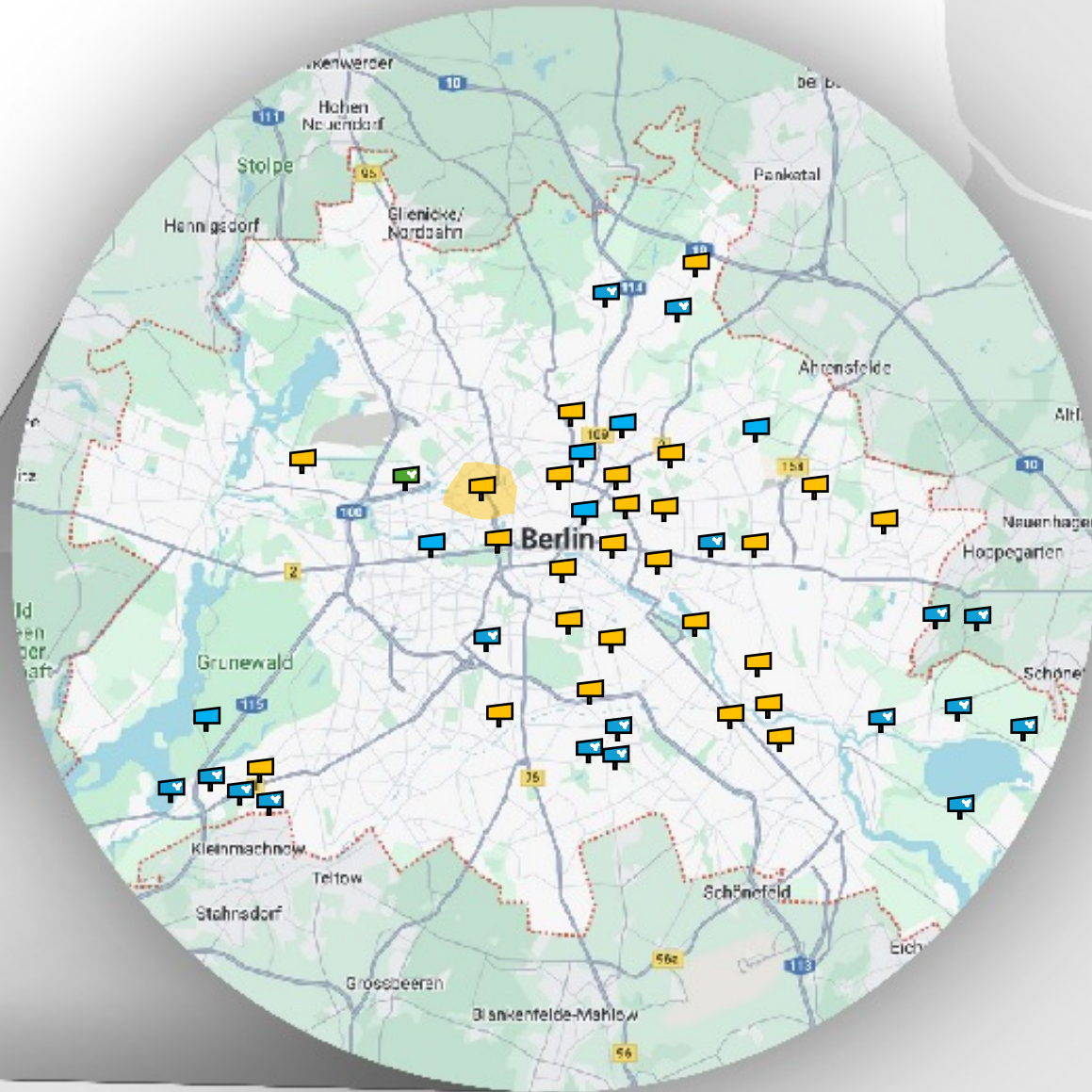
Dashboard



Key observations

- Orange: All
- Blue: We
- Identification of non-profitable locations
- Identification of new effective locations

Dashboard



Key observations

- Orange: All
- Blue: We
- Identification of non-profitable locations
- Identification of new effective locations
- Expansion of our locations to effective locations!

Contact

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