



**GLOBAL  
REACH**

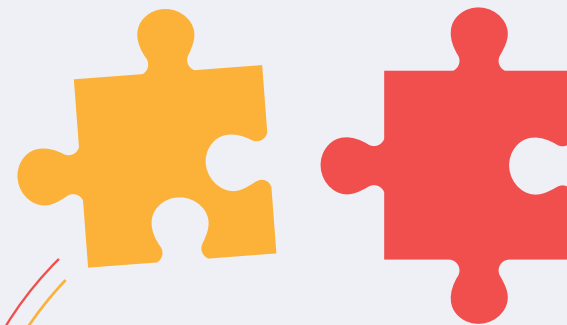
*At the click of a button*

**Traxx  
Technology Ltd**  
Changing the OOH Landscape

**UNLOCKING  
PROGRAMMATIC IN  
DIGITAL OUT OF HOME  
MEDIA PLANNING & BUYING**

# Introduction to Traxx Technology Ltd

Traxx Technology Ltd, incorporated in 2018, is a leading Advertising Technology Service provider specializing in Out of Home (OOH) and Digital Out of Home (DOOH) solutions.



Through our strategic partnership with Moving Walls, we are at the forefront of enabling Programmatic Digital Out of Home (pDOOH) solutions across East and Central Africa.



# Traxx Partnership with Moving Walls

Through Location Media Xchange (LMX), a subsidiary of the Moving Walls Group, serving as an independent advertising technology company we are able to provide a comprehensive enterprise software solutions for Out-of-Home (OOH) media owners. The platform is designed to automate various aspects of OOH business operations, including inventory management, booking automation, content management, and measurement tools.

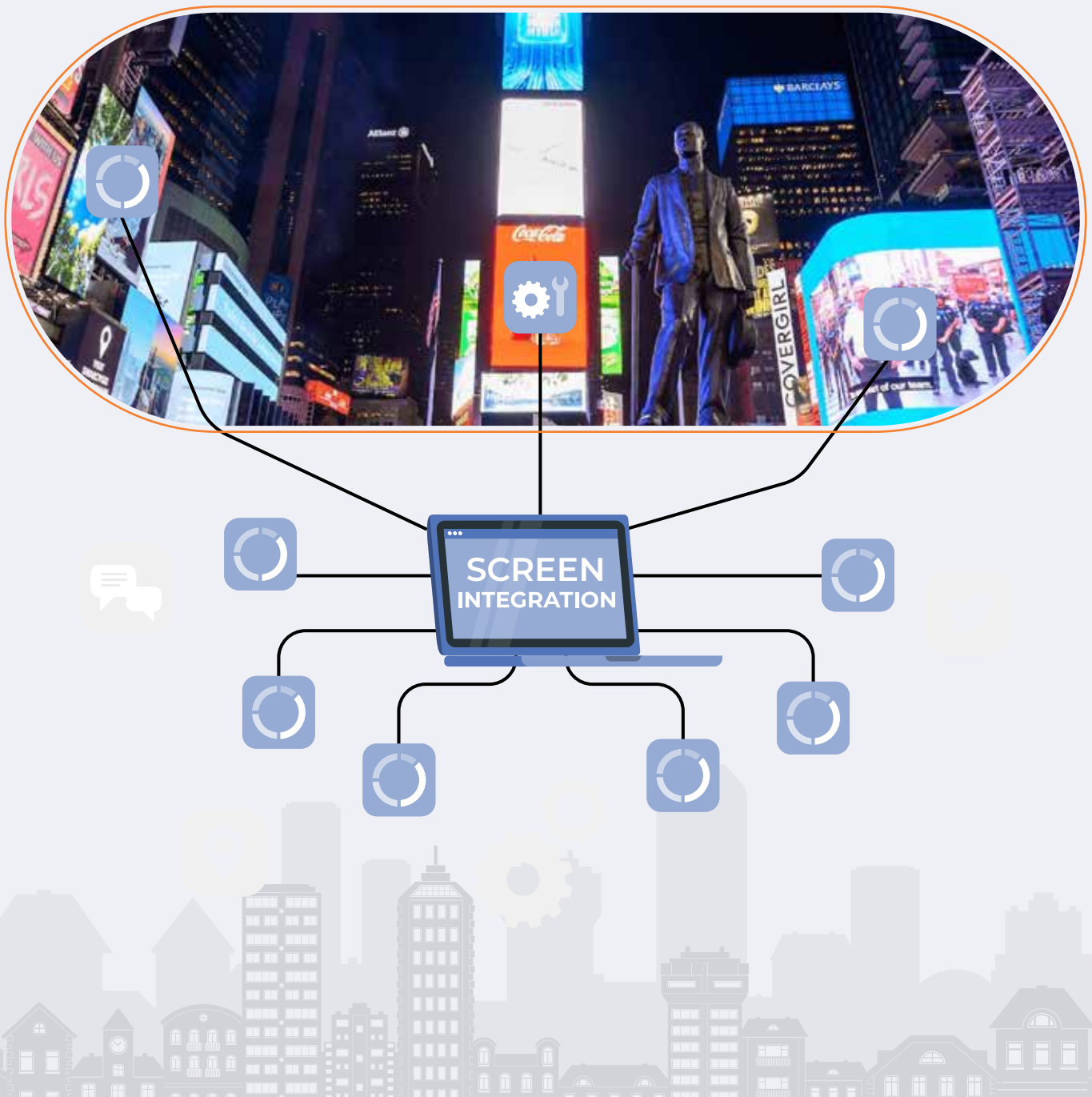


**TRAXX  
TECHNOLOGY  
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LMX's suite of tools enables a media owner to digitize their media inventory, optimize availability across multiple sales channels—such as traditional sales teams, programmatic, open direct, and online self-serve platforms—and enhance revenue generation. Additionally, LMX integrates programmatic capabilities, allowing media owners to connect their inventory to scalable supply-side platforms and transact with both omnichannel and specialist Demand Side Platforms locally and globally.

# Benefits of Moving Walls LMX Technology:

- Seamless integration with existing LED and LCD screens
- Audience measurement for accurate campaign targeting
- Automated proposal generation & post-campaign reports
- Increased revenue potential by monetizing unsold inventory



# Thought Leadership in OOH Solutions

Traxx Technology is led by thought leaders in Out of Home solutions, both for static and Digital OOH. Our expertise and innovation in the industry ensure that brands and media owners maximize their advertising potential through cutting-edge technology.

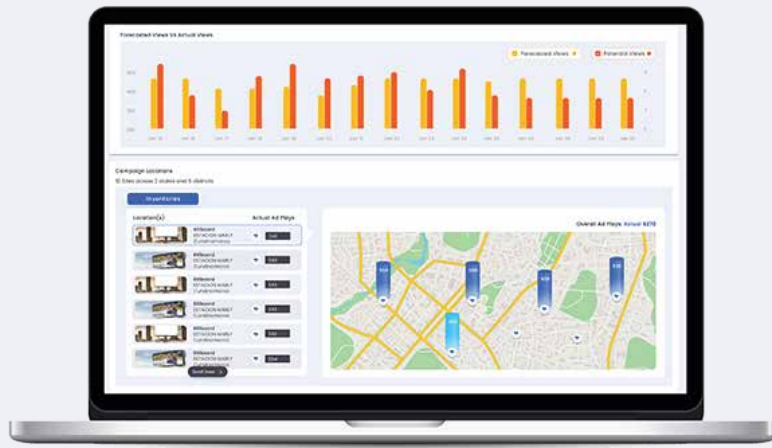


## New Developments in 2025!

Traxx Technology is now also providing other OOH services such as Out of Home Audit, OOH Monitoring, or Deployment Compliance to ensure your campaign has been deployed as planned. We are also working towards providing the industry with OOH Share of Voice industry data.



# The Programmatic DOOH Ecosystem: What are the Opportunities for Stakeholders?



Programmatic Digital Out of Home benefits Media Owners, Agencies, and Brands, each in unique ways:

# A.

## FOR MEDIA OWNERS

### 1. Streamlined Operations



- o CMS and SSP integration enable real-time scheduling, monitoring, and performance tracking.
- o Automated proposal development frees up sales teams to focus on client acquisition.

### 2. Optimized Revenue Streams



- o Programmatic DOOH connects digital screens to a global marketplace, opening up new revenue opportunities.
- o Unused inventory is automatically filled through programmatic demand sources.

### 3. Enhanced Campaign Performance Tracking



- o LMX's audience measurement tools provide insights on foot traffic, dwell time, and demographics (age, gender, behavior, etc.).
- o Automated post-campaign reporting allows brands to assess ROI instantly.

# B.

## FOR ADVERTISING AGENCIES AND BRANDS

### *1. Targeted Audience Engagement*



- o Data-driven ad placements ensure your brand message reaches the right demographics at the right time.
- o Metrics include Gender, Age, Location, and even real-time audience behavior.

### *2. Efficiency & Cost Optimization*



- o Buying DOOH ads programmatically ensures optimal eCPM (Effective Cost per Mille), reducing wasteful ad spend.
- o Brands can control frequency, reach, and impressions dynamically.



### *3. Proven Performance & ROI*

- o Audience insights that improve campaign efficiency.
- o Automated post-campaign analytics allow for instant campaign



# Measurable Metrics in Programmatic DOOH

Understanding key performance indicators is critical for assessing the success of a campaign:

- eCPM (Effective Cost Per Mille): The cost of 1,000 ad impressions. Lower eCPMs indicate cost efficiency.
- Reach: The total number of unique viewers exposed to an ad.
- Frequency: The average number of times an audience sees an ad.
- Impressions: The total number of eyeballs an ad is displayed.

# Case Studies: From Brands that successfully used Programmatic DOOH in their campaigns



## 1. McDonald's - Dynamic Weather-Based Advertising

- McDonald's used Programmatic DOOH to change its ad creatives based on real-time weather conditions.
- Result: A 17% increase in store visits in targeted locations.



## 2. Coca-Cola - Audience Data-Driven Billboard Campaign

- Coca-Cola leveraged Programmatic DOOH to target young audiences based on foot traffic data.
- Result: Over 50 million impressions with a high engagement rate.



## 3. Nike - Hyper-Localized Digital Out of Home

- Nike's Programmatic DOOH ads changed dynamically depending on location and time of day.
- Result: Increased customer interaction and higher in-store sales conversions.

## Why Choose Traxx Technology Ltd for Programmatic DOOH?

- Expertise & Experience: Years of experience in DOOH technology and maintenance.
- Cutting-Edge Technology: Powered by LMX by Moving Walls for advanced audience measurement and programmatic ad placement.
- Proven Results: Real-world case studies showing higher ROI and improved ad efficiency.

Programmatic Digital Out of Home is the future of outdoor advertising. Partner with Traxx Technology Ltd to harness its full potential and maximize your brand's impact.

# CONTACT US

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