

MOVING AUDIENCES **XCHANGE**



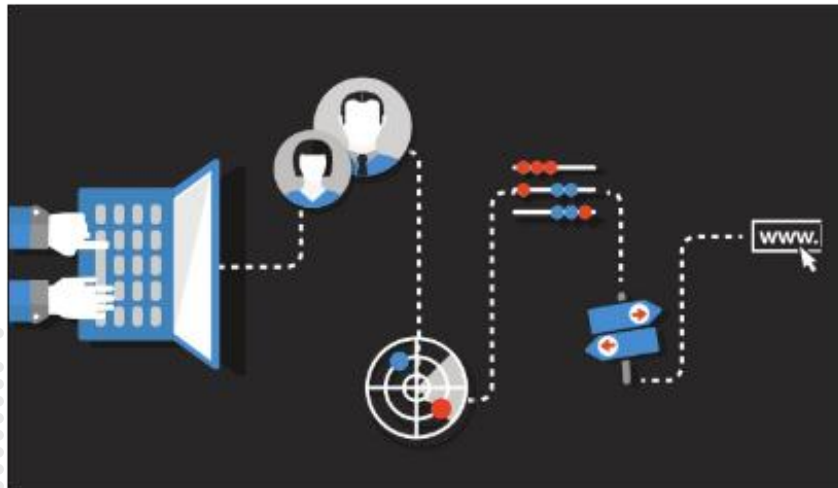
Access Exclusive OOH Inventory
for Data-led Media Buying



What is Moving Audiences Xchange?

The entire Digital OOH media landscape at your fingertips

MA-Xchange is an online Digital OOH media buying tool that allows advertisers unrestricted access to the most comprehensive OOH inventory database across Malaysia (and soon the rest of the region) — Access detailed information including photos, descriptions and audience measurement and start buying Outdoor ad spaces with ease and confidence.

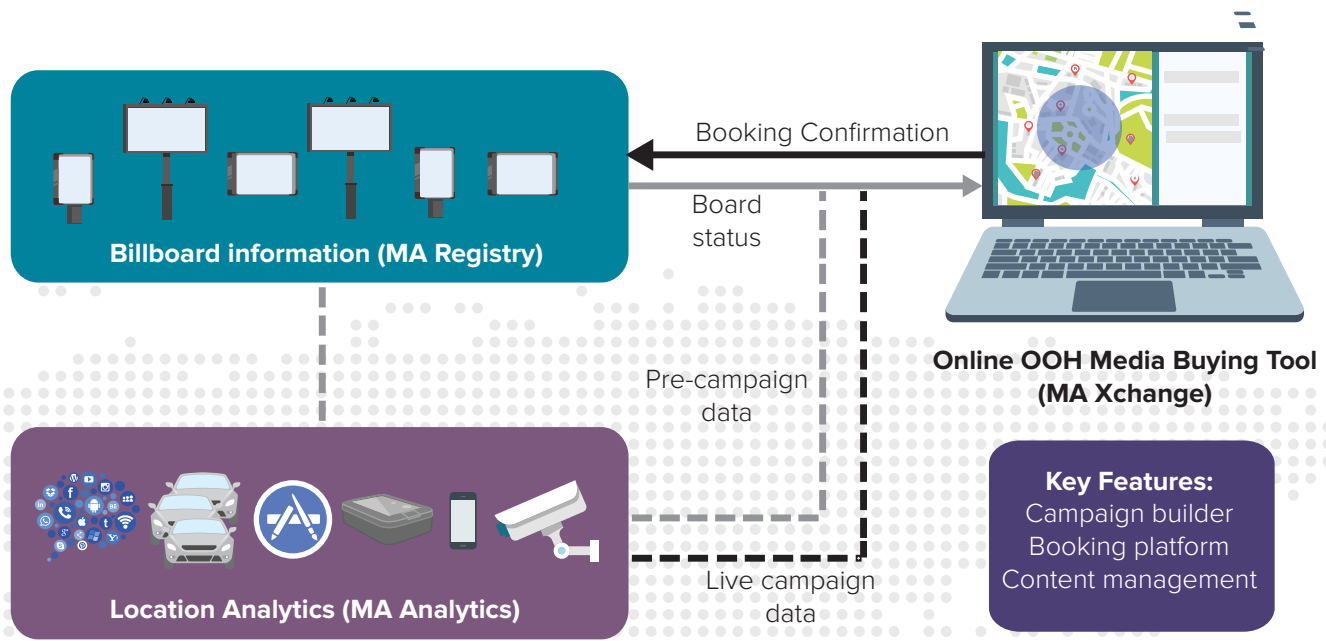


Built with digital marketing best practices in mind, MA-Xchange gives advertisers the flexibility to buy outcome-based outdoor advertising spaces.

Digital / Internet Marketing	Can it be made for Out-of-Home?
<p>Wide audience data available</p> <p>The revolution of the unique Advertising ID imprint onto digital devices</p>	<p>For years, brands were limited to reports generated by market research companies based on an audience sample size</p>
<p>Site visit information</p> <p>Audience targeting</p> <p>Campaign tracking</p> <p>Marketing ROI</p> <p>Bid information</p>	<p>Yes -- Location data</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes -- AdEX reports</p>

Today's technologies have allowed for OOH to catch up with Digital's offerings, propelling this medium back into favour. With public and private data sources being made available, data-led media buying for the Offline world is made possible.

How Does it works?



Part of a larger suite of offerings, MA-X completes the OOH planning cycle with the media booking and buying process. With a familiar and user-friendly interface, be empowered and become your own outdoor agency. Transform the way you plan your Outdoor strategies with Live inventory and location data at your fingertips, helping you produce and achieve quantifiable results.

You can even complete your payment and content submission online. MA-Xchange automates the billboard buying experience.

Moving Audiences Xchange is equipped with audience data for efficient media buying.



Adoption

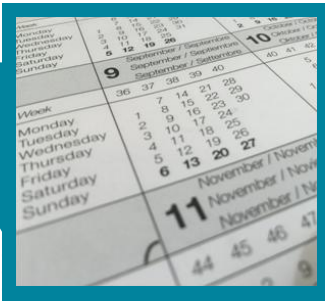
STEP 1

Register your interest for an exclusive access



STEP 2

Start planning and buying outdoor sites from home or work



STEP 3

Upload your visuals and go Live



STEP 4

Get completion reports delivered straight to your inbox



Website :
www.movingwalls.com

Email :
info@movingwalls.com / sales@movingwalls.com