

## APG|SGA launches programmatic advertising

**APG|SGA is making its digital offering at prime locations programatically bookable. With immediate effect, over 500 screens are available in large towns and cities as well as at railway stations for programmatic campaigns. “Programmatic” in terms of Out of Home advertising increases the efficiency of digital advertising campaigns in public spaces. Advertising customers and their agencies can thus book spaces much more flexibly and enhance their messages with additional targeting options.**

APG|SGA is bringing Programmatic Digital Out of Home (PDOOH) to the streets and railway stations. The further development of the wide-reaching “poster” medium through to the additional possibility of more precise control of digital screens is an innovation in the Swiss advertising market. The contact-based delivery will be made based on campaign targets and various parameters, such as defined timeframes. This enables advertisers and agencies to reach their target groups more efficiently.

### International partners

Specifically, the Swiss market leader APG|SGA works together in an international ecosystem with established partners. *VIOOH* stands for Viewed Impressions Out of Home and is a supply-side platform (SSP) developed specially for Out of Home media. The platform provides a complete solution for automated trade, data management, content rendering and ad exchange. It is able to integrate numerous data sources and uses self-learning algorithms to improve campaign precision and efficiency. Among other things, precise time-based granularity (e.g. hour-based targeting) is possible. *VIOOH* is open to all market players and operates both throughout Switzerland and internationally. In the area of third-party data, APG|SGA is also working together with *Intervista* to render data-based campaigns more precise.

### Concrete performance figures for visibility and impressions

“Over 500 digital, large-scale eBoards and ePanels from APG|SGA can now be controlled programatically throughout Switzerland with immediate effect. The new technologies guarantee more relevant screening. The concrete digital performance figures of SPR+ are an additional basis for using programmatic advertising also on the basis of impressions”, explains Michael Pevec, Head of Programmatic at APG|SGA. The integration of the independent, transparent digital standard entails another advantage: the level of screening and reach can be tracked at all times.

### Breakthrough for “Programmatic”

For APG|SGA, entering programmatic advertising is the logical development of the digital strategy. With “Programmatic” it offers advertisers and agencies genuine added value with immediate effect by making it possible to plan and sell Out of Home advertising inventory tailored to target groups. Including the option of coordinating the booking of digital spaces with planning mobile advertising. An initial programmatic campaign will be available on APG|SGA screens throughout Switzerland in June 2020. More information will follow shortly.

### Further information

<https://www.apgsga.ch/en/offer/programmatic-advertising/>

### Contact

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**About the company**

**APG|SGA** Allgemeine Plakatgesellschaft AG is Switzerland's leading Out of Home advertising company. Specializing in digital and analogue posters and special advertising formats at busy locations on streets, in railway stations, at points of sale and points of interest, in the mountains and in and on means of transport and at airports, it covers all aspects of Out of Home advertising. With the addition of mobile advertising, interactive features and promotions, APG|SGA represents quality and tradition combined with innovation, and aims to inspire people with the very best communication solutions in public spaces. Over 500 employees ensure a lasting impression when communicating with customers, the authorities and the advertising industry. They manage screens and poster spaces with great care, technical expertise, environmental responsibility and maximum precision to ensure successful advertising broadcasts and campaigns throughout Switzerland.