Vankia big data advertising screen media

聚合世界

Vankia大数据

www.vankia.io

Vankia
big data

Vankia Chain, a leading scene-based marketing big data service provider, Vankia big data has realized distributed perception, data management, data mining, and data application of crowd big data through its leading material computing research and development capabilities.

Based on blockchain technology, Qingzhu Big Data is committed to creating an application ecology of "offline crowd big data", and co-creating a valuable data ecology with partners, allowing data circulation and application, and realizing data value amplification.

In 2018, Vankia Big Data and Qingdao Big Data Transaction Center reached a strategic cooperation, and the Vankia Big Data crowd data service transaction realized a closed loop.

At present, Qingzhu Big Data has signed strategic data service cooperation with well-known brand enterprises such as China Unicom, Haier, Qingdao Post, Yinleduo, and Qingdao Guoxin Group.

In 2020, Vankia Big Data proposes an enterprise data asset-based operation solution. Relying on blockchain technology, it realizes the confirmation of enterprise-related data, data value, data transaction traceability, and revenue distribution closed loop, helping enterprises to achieve data strategy and data assets. Data application.

Vankia Big Data took the lead in the industry to propose the operation plan of tourist data assetization of scenic spots, and the operation plan of commercial complex customer group data assetization, and it has received unanimous praise from Taierzhuang Ancient City Scenic Area, Huangshan Scenic Area, and Jiuhua Mountain Scenic Area.

Beginning in 2021, Vankia Big Data plans to deploy big data for offline populations across the country and across the industry for three years.

Introduction to Vankia Building Media

The main business is to provide a building media platform, focusing on the life and work scenes of modern mainstream people, to meet advertisers' accurate grasp of target market media placement; Establish Korean and Japanese building media network platforms, and upgrade the entire network to form an international brand promotion effect;

◆ At the same time, through the elevator media platform, help Chinese companies going overseas to carry out market expansion and brand promotion in Southeast Asian countries;

◆ Establish a digital network platform for offline media (multi-country coverage, multi-country network linkage), to achieve the vision of a booster for the promotion of Asian brands

Incorporate into life scenes to achieve brand penetration

In the era of media fragmentation, the brand is penetrated into the life scenes (such as office buildings/residential districts/commercial districts/hotel elevators, elevator scenes, etc.) that the mainstream people in the city must pass through, so as to realize the mandatory arrival of users. The more it becomes the first choice for brand detonation.
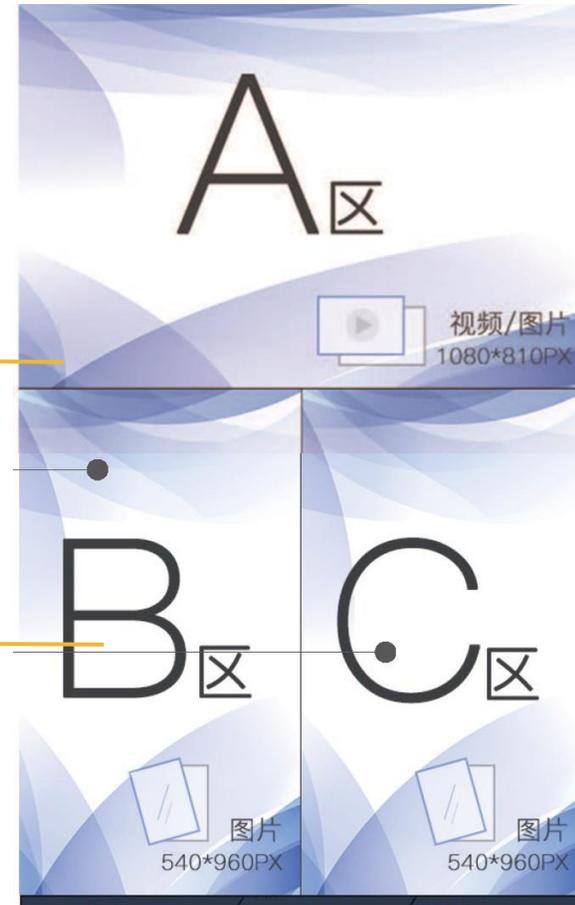
Residential **Business district** **Office building** **Hotel**

Rich multimedia advertising content

Multimedia area

Commercial video ads in

large quantities

Poster area

Fragmented advertising

Vankia screen chain

Vankia screen chain era is here!

Vankia screen chain, relying on the shared new media platform, can independently publish advertisements and initiate activities through APP, and effectively link merchants and consumers through offline screen advertisements, and realize the transformation from content dissemination to content consumption!

Why choose us for advertising

Internet publishing

Internet advertising can be published by sharing the new media platform, and both PC and mobile apps can be published.

Accurate delivery

Precise delivery, matching the geographic distribution of screens, advertisers can choose the delivery area arbitrarily according to their own delivery needs, and accurately target the broadcast population, so that the advertisement can reach the target users directly。

High frequency change

With the help of the Internet advertising platform, the advertising screen can be changed anytime, anywhere, efficiently and quickly。

Advertising monitoring

Provide dynamic and true advertising data reports such as advertising effects and browsing data to help advertisers monitor the advertising situation in real time.

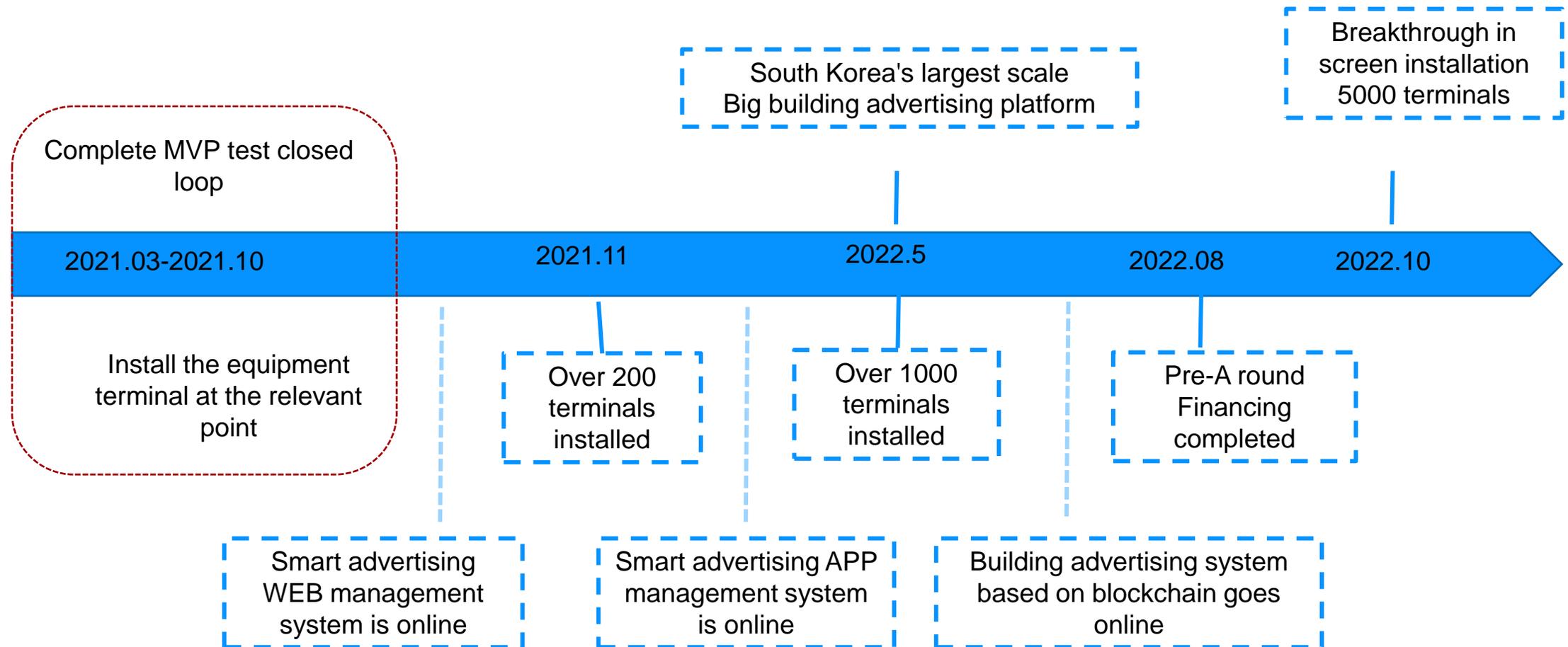# Smart advertising control web terminal

Development status of advertising industry in South Korea and Japan

South Korea, Japan and other countries still focus on the traditional "three major media" and outdoor advertising;

• The advertising trend is shifting towards digital and precise;

• There are "market pain points" in the media advertising market-media channels are fragmented, insufficient

scale, monopoly on launch prices, low concentration of advertising scenes, and it is not easy to cause brand

explosions

In the future, we will be the largest building media platform in Korea, Japan and Southeast Asia

Complete MVP test closed loop

South Korea's largest scale Big building advertising platform

Breakthrough in screen installation 5000 terminals

2021.03-2021.10   **2021.11**   **2022.5**   **2022.08**   **2022.10**

Install the equipment terminal at the relevant point

Over 200 terminals installed

Over 1000 terminals installed

Pre-A round Financing completed

Smart advertising WEB management system is online

Smart advertising APP management system is online

Building advertising system based on blockchain goes online

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Screen media that generates revenue based on "computing power"

Based on blockchain confirmation technology, users can get profits by playing other brand advertisements on the screen

Point advertising

Advertiser advertises

Consumer sees the ad
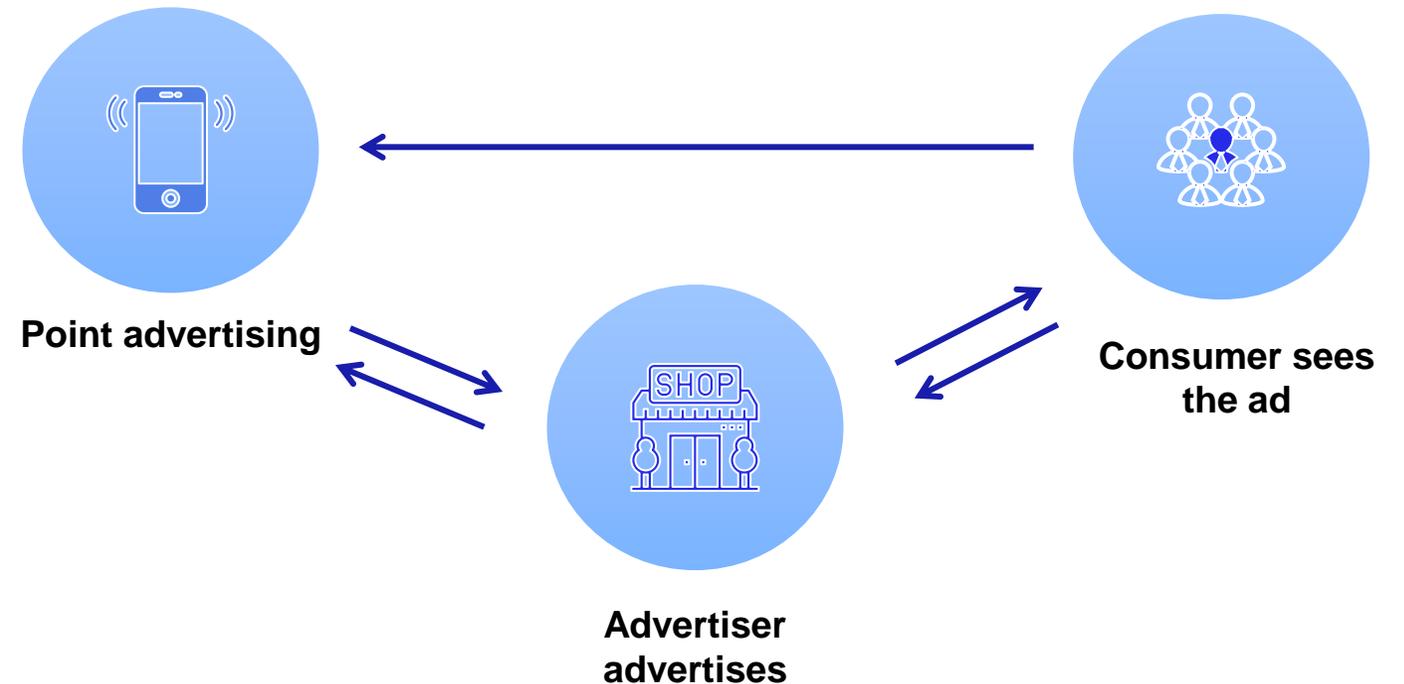
Thanks

Connect the world with the screen

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