Placedise

Press Release 005

The scientific AI that tells you how to do the best advertisement.

Placedise becomes a full digital assistant to optimize advertising. Based on science, the software gives advice on selecting the right measures and helps to find the ideal setting for product placement, branded entertainment, and more (new: TV commercials).

Placedise has started as a scientific software, which is able to simulate how product placement affects the consumer's mind. In other words, it can tell what to do, in order to achieve given marketing goals.

Over the last years, we have learned two major things. First, it is the maybe most powerful tool in the market, but was too complex for the people, who should actually use it. Second, it showed the biggest use within the sales process of all companies that need to sell advertising opportunities – especially since this business becomes harder every day.

We brought those learnings into our lab and created a whole new experience for our clients – with new features and even more possibilities.

Here is what's new:

- **Evaluating and optimizing traditional commercials.**
  The system is no longer limited to branded content measures, but now also evaluates traditional commercials (focus audiovisual). As with all of our evaluations, you also get recommendations on the best setting, based on scientific findings for every detail of the specific case. The target audience and market size are just two examples.
  And thanks to our approach of big data simulations, with Placedise measurements, you do not need to worry about the GDPR.
- **Change of focus.**
  We put our core technology and USP into the background and restructured the software. This relates to both, the technological architecture (it became more stable and a lot faster) and the user interface. You can still create research projects and evaluate branded content in every single detail. However, the user interface now puts full focus on our client's sales and marketing processes. The AI behind those new services uses our core evaluation and optimization system in the background.
- **Fast recommendation engine.**
  One of those new services is our recommendation engine. You are in a call with your client

or in a meeting and need an instant recommendation on how ideal branded content or a commercial would look like? 4 clicks and you are done. You get asked, which format would fit best for product A and objective B? Just 1 button to hit. All that not just somehow but bulletproofed by scientific findings.

- **Marketing mix recommendation.**
  The software not only advices on the best setting, but now also calculates the ideal marketing mix. Often, there is not the one and only perfect measure. Imagine, someone asks you, how he should spend his budget best. 2 steps and you can tell him exactly, if he should go for billboards or a combination of TV commercial, branded entertainment and sport sponsoring. Branded content measures and commercials then also integrate with the recommendations tool, to get a detailed suggestion on the best setting for every measure – from timings to the ideal scenery.
  Best thing about this: You can try it standalone and for free at www.placedise.com/marketing-mix-calculator/.

- **Deep Salesforce integration.**
  We already had general working interfaces for customer relationship management software like Salesforce or ZOHO. With our latest software version, we provide an even deeper Salesforce integration with the main sales features being available right within the CRM.

- **The between the lines.**
  On the way, we did a lot of smaller optimizations with the goal to provide a really smooth user experience. And it becomes even better day by day.

Bottom line:

We no longer offer the software on its own purpose. We used our algorithms, to build tools that make content producers sell more effectively AND brands achieve a higher ROI.

Our goal is to enable deals that are awesome for every stakeholder!

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Jens Kuerschner is CEO and Managing Director at Placedise GmbH. He studied at the University of California Los Angeles (USA) and the University of Bayreuth (Germany), where he also did extensive research on the subliminal effects of product placement. Placedise is a software that is based on this research. It is able to simulate and help you to optimize the impact of advertisement – with a focus on branded content, like product placement and branded entertainment. Please find more information at www.placedise.com.

Visit our press area at www.placedise.com/press/ where you can also find downloadable images and logos.