

Utilizing Artificial Intelligence in Digital Out-of-Home Advertising

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Abstract:

Digital Out-of-Home advertising has evolved in terms of form, content, and the ability to reach the target audience thanks to recent technical advancements. On the other hand of traditional Out-of-Home advertising, AI-based advertising has enabled the most specific audience targeting and marketing connection with customers depending on the latest technologies. Artificial intelligence is dependent on some technologies such as big data, internet of things IOT, facial recognition, temperature recognition, vehicle and object recognition and real-time audience targeting. All of these technologies and more have caused a revolution in the field of Out-of-Home advertising. This research aims to highlight the latest technologies used by AI, that could be applied in the field of advertising. Impacts of these applications, in addition to examples of already applied AI-powered advertisements are introduced. Some extra new ideas for AI-based advertisements are also proposed by the research.

Keywords:

Artificial intelligence- Digital Out- of- home Advertising- Big data- Internet of Things IoT

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