



20 JAN, 2022

## Seni Jaya launches ad services powered by data analytics

New Straits Times, Malaysia

pDOOH

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**KUALA LUMPUR:** Seni Jaya Corp Bhd has launched Malaysia's first mobile programmatic digital out-of-home (pDOOH) advertising services.

The outdoor advertising services provider said the launch on Jan 15 was in collaboration with Carsome Sdn Bhd, an online platform for buying and selling cars.

The event saw a convoy of 50 cars displaying advertisements of Carsome cruising around the Klang Valley.

Seni Jaya's pDOOH, powered by proprietary software Enomad, is an automated system that al-

lows advertisers to purchase advertisements, customise various parameters and monitor their campaigns.

The advertisements are displayed via car top LED screens installed on e-hailing cars.

Seni Jaya chief executive officer Cheah See Heong said the company sees this as a game-changer in the out-of-home (OOH) advertising industry.

"We believe pDOOH will revolutionise the OOH space as technologies such as the cloud system and artificial intelligence become more integrated into our



A convoy of cars displaying advertisements of Carsome at the launch of Seni Jaya Corp Bhd's mobile programmatic digital out-of-home advertising services on Jan 15.

lives."

Cheah said pDOOH, which is driven by data analytics, holds many advantages over regular OOH mediums as it allows for parameters such as weather, time and geography to trigger the selection of advertisements for display.

"This ensures the content

reaches the right demographics and, in turn, creates maximum value and impact for advertisers.

He said the company has secured several high-profile clients for its pDOOH advertising services.

"Through our tie-up with a regional e-hailing service provider, we are capable of generating over

30 million impressions per month via the initial fleet of 200 cars in the Klang Valley. We plan to add another 300 cars by year-end.

"We will be extending services to Penang and Johor before introducing the technology to other countries in the Southeast Asia region," added Cheah.



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### SUMMARIES

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