



20 JAN, 2022

SENI JAYA LAUNCHES FIRST SMART DIGITAL OUT-OF-HOME ADS

The Sun, Malaysia

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PETALING JAYA: Seni Jaya Corp Bhd has unveiled Malaysia's first programmatic digital out-of-home (pDOOH) advertising services on Jan 15 with collaboration with integrated car e-commerce platform Carsome. The pDOOH network system is powered by a proprietary software that allows advertisers to purchase ads, customise various parameters, and monitor their ad campaigns on a user-friendly platform. The ads are displayed via car top LED screens installed on e-hailing cars.



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SUMMARIES

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