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Ayuda Media Systems Inc., a leading ERP company whose technology is used globally to run out-of-home media companies announces integration with **Hivestack**, a company specializing in garnering new programmatic revenue streams for the DOOH industry.

Hivestack helps marketers target consumers based on where they are and places they've been. Hivestack consists of a platform and a demand facilitation strategy. Their "full ad tech stack" platform includes an SSP for DOOH media owners, an ad exchange with APIs to monetize unsold inventory, a geotemporal DOOH ad server, and a DSP used by digital agencies to buy DOOH programmatically.

Ayuda's **Splash** allows traditional outdoor vendors to transition into digital OOH vendors. With support for place-based digital networks, as well as integrated transit support, Splash is a comprehensive management system for digital OOH inventory.

Splash includes detailed asset management capabilities for sites, vehicles, fleets, screens, faces, and more. And day-part & day of week scheduling, dynamic loop templates, demographic targeting, peer-to-peer content distribution, network monitoring, and more. Splash ties in with the rest of the **Ayuda Platform** – including CRM, Avails & Proposals, Billing & Invoicing, Leasing, Mapping, Proof Of Performance, and Reporting.

Luc Filiatreault, President of Ayuda commented, “We are thrilled to have completed a deep integration with our programmatic partner, Hivestack. Our clients will benefit greatly from this work as our Splash CMS and Player now have first-class support for programmatic campaigns.”

As part of the integration, Splash uses the Hivestack Exchange APIs to make ad requests from all unsold spots in a loop of a digital unit. If Hivestack has demand for the unit, it responds in realtime with a VAST file that envelopes the creative.

In addition, Splash uses the Hivestack Exchange API to retrieve 24 hours of creative for every unit bought through Hivestack, and then the Splash Player pre-caches the creative locally. Finally, the Splash Player reports back POP by calling a VAST impression URL after creative is played so that Hivestack can keep track of plays.

A synchronization process keeps inventory, campaign and audience impression data synchronized between Splash and Hivestack.

Andreas Soupliotis, CEO of Hivestack commented: “Ayuda’s integration with Hivestack enables media owners who use Splash as a CMS / Player to monetize their unsold inventory. In addition, thanks to a realtime avails integration with Splash, Hivestack SSP can verify impression availability of packaged deals prior to publishing to DSPs. This deep integration between CMS/Player/SSP functionality truly readies digital OOH media owners for new revenue streams from programmatic demand.”

Go **Ayuda Media Systems**

Go **Hivestack**