

Hillenaar Outdoor Selects Ayuda

Sorrento, Italy

Ayuda Media Systems (“Ayuda”), the leading business software provider for out-of-home advertisers announced today at the 2018 FEPE conference that Hillenaar Outdoor, The Netherlands’ fastest growing OOH media company, has selected Ayuda’s platform as the backbone for all ad operations including digital ad serving, sales, back office operations and customer-facing engagement tools. Hillenaar’s expansive offering includes street furniture, bus shelters, and large format billboards in a wide array of digital and traditional formats. The first half of 2018 has already seen development of six new large format Digital Highway signs as part of Hillenaar’s focus on developing premium offerings at strategic locations, which now also includes Museum Square in the heart of Amsterdam.

CEO and Founder Jeroen Hillenaar, a well-known media industry entrepreneur, commented on the decision to partner with Ayuda: “Our core values are delivering flexibility, service, and highly customized campaigns. In Ayuda we have selected a strategic partner that not only powers all of our traditional and digital campaigns via their comprehensive software platform, but one that shares our culture of flexibility and service. In only a few months we are already benefiting from running all our sales, operations, and scheduling on Ayuda’s complete platform, and we have plans to offer our customers the possibility of booking their campaigns online.”

Daniel Fleischer, Ayuda’s Global VP of Business Development & Marketing, added: “Ayuda is honored to be providing our comprehensive platform to help fuel Hillenaar’s rapid growth. We’re very impressed at how quickly the Hillenaar team has deployed the platform – a testament to the same hard work and dedication for which they are recognized by the media buying community. Our focus is to not only make it easier for Hillenaar to scale operationally, but to bring innovation and facility to the local market. In this regard, Hillenaar’s extensive local market expertise coupled with Ayuda’s global experience form the basis of an exciting partnership.”

Hillenaar concludes: “Ayuda brings global expertise and knowledge to the space. I believe that Ayuda can help us to transform the Netherlands OOH industry and help us set new standards. We are looking forward to a long-term partnership where Ayuda will support us and help us grow our business for years to come.”

ABOUT HILLENAAR OUTDOOR

Hillenaar Outdoor is the Netherlands fastest growing OOH media company, with a portfolio that consists of almost 1000 bus shelters, billboards, a rapidly expanding digital network, ultra-premium city center locations, and the TENQ secondary education network of over 250 digital screens. With a core focus on innovation, campaign flexibility and service, Hillenaar has an offering for every kind of budget and advertiser.

For more information, visit www.hillenaar.com

ABOUT AYUDA MEDIA SYSTEMS

Ayuda is an advertising technology company specializing in OOH business optimization. The Ayuda Platform is used globally by some of the world’s largest OOH companies to manage day-to-day business operations. It includes an end-to-end ERP specially built for OOH, a fully native ad-based digital signage platform, and programmatic integrations that enable OOH media companies to tap into new digital revenue streams and modernize their trading models. Ayuda is a proud member of the DPAA, OAAA and FEPE.

For more information about Ayuda, visit www.ayudasystems.com