



XERA ONE Media Kit

For Retailers & Publishers

Latest update: August 2018



About Xera One

Who we are

Xera One is a pioneer of integrated advertising and marketing technology that unifies the brand message delivered in physical retail stores, during eCommerce purchases, and during the research phase of pre-purchase.

The Xera One platform is designed to maximize the efficiency of advertising dollars through integration with sales and inventory, resulting in real-time analytics that deliver results.

Retailers make money by hosting advertising

Turn your wall space into a money maker with Xera One.

Get more from your web traffic by hosting online ads.



How Retailers benefit

- **Make money.** Share in the ad revenues generated by your shop and online store.
- **Sit back.** Xera One installs and services HDTV screens for free. Only host advertising for products you carry and have in stock. Make money without effort.
- **Sell more.** You'll sell more of the advertised products. The ads support your staff while selling and enhance your customers' shopping experience.



Publishers make money by hosting advertising

Leverage the traffic already flowing to your website, video channel, app and game.





How Publishers benefit

- **Make money.** Share in the ad revenues generated by your website, video channel, app and game.
- **Sit back.** We find advertisers who are eager to place ads on your channels. Ads are relevant to your audience and optimized for your platforms, so you make money without effort.



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