



75% of all buying decisions are made in-store. Are you doing enough to influence your customer?

Ask us how!

Retail Digital Signage

Digital Signage provides retailers a flexible, rich communication platform for in-store marketing. Digital Signage allows retailers to engage customers with informative product content, effectively deliver targeted Point of Purchase messaging and increase attach rates by intelligently suggesting complementary products.

Digital Signage offers retailers an opportunity to:

- Improve sales through targeted, localized and relevant offers
 - Increase retail brand value by improving in-store experience
 - Broadcast customized content based on store location, time of day and customer demographics
 - Increase in-store traffic through engaging window displays
 - Reduce Environmental impact of using paper and ink-based POP signage
 - Deliver on-demand employee training before and after store hours
 - Ensure compliance with in-store merchandising plan
- * In addition to marketing applications, ask us how audience recognition technology helps retailers measure in-store traffic, demographics, store browsing patterns and other site intelligence data.

Retail | Summary

- Improve in-store experience
- Drive purchasing behavior
- Increase attach rate
- Increase inventory turnover
- Reduce printing costs
- Drive store traffic
- Ensure consistent messaging
- Measure store traffic patterns*