



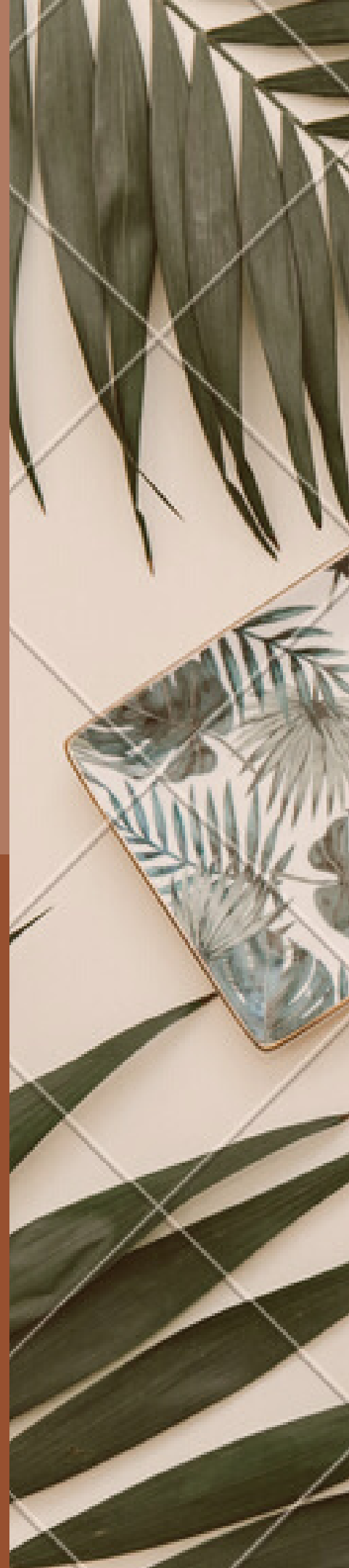
Improve Your In-Store Promotions By Going **Digital**

Digital Advertising Approach



*Using the
right promo at the
right time is an
effective way to
attract people into
your store.*

But *not all* promotions are created equal



POSITIVE SIDE

Some quickly generate lots of sales for items or services that turn you a good profit.



NEGATIVE SIDE

Others fail miserably. They result in very few extra purchases, which can, in the worst-case scenario, leave you with a loss



Create Flexible Promotional Campaigns



USING DIGITAL SIGNAGE SOFTWARE

any retail business can create numerous promotions and change which ones they display to better fit in with what the customer wants

CHANGE YOUR PROMOTIONS THROUGHOUT THE DAY

The needs and tastes of each of these demographics is widely different. A promotion that will tempt people at 9 am is highly likely to fall flat at lunchtime.



WHEN YOU USE DIGITAL SCREENS



display an ad for tea and a bun to tempt older shoppers in for a drink



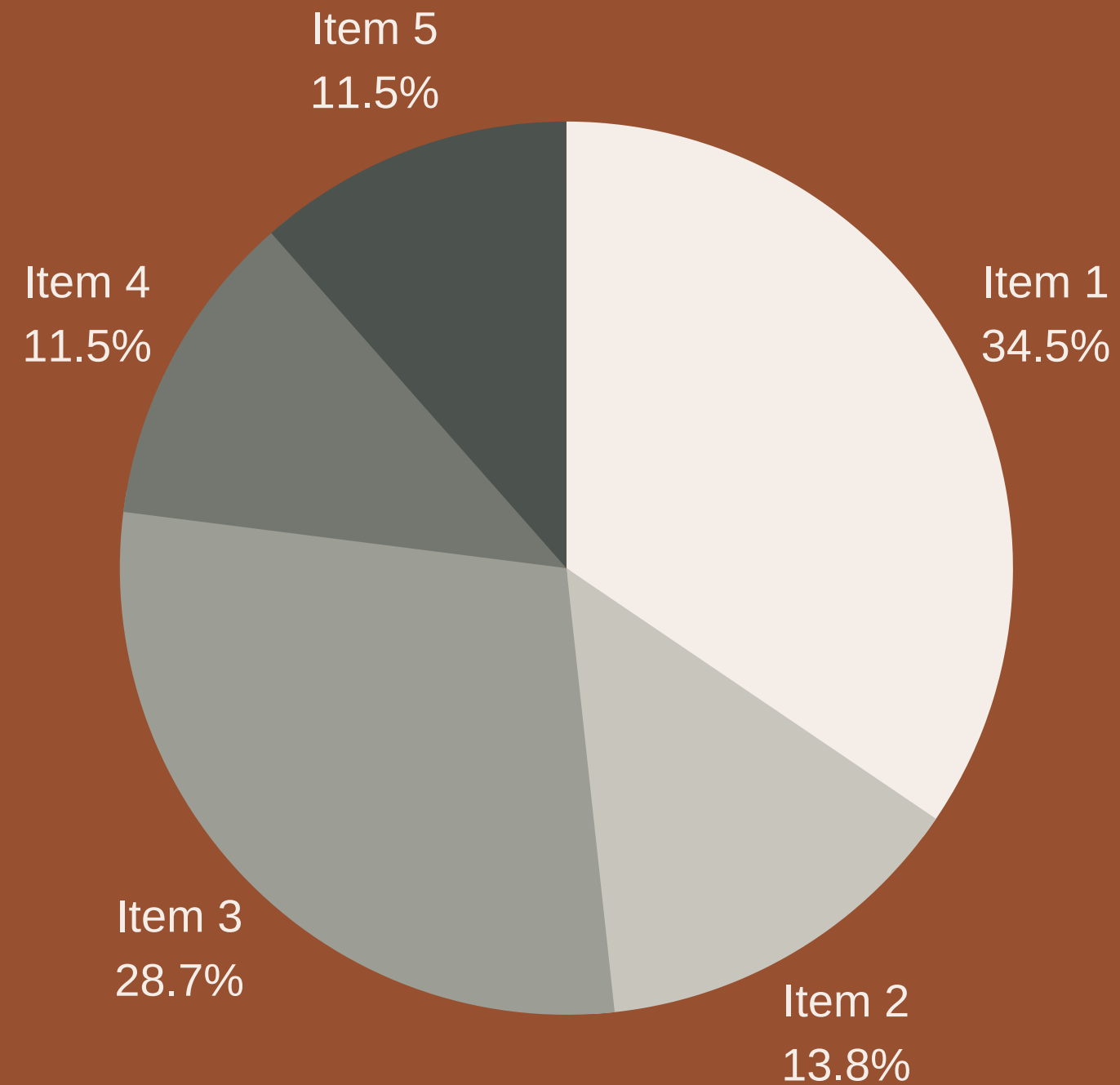
switch it to telling the lunchtime sandwich crowd about your eat-on-the-go Buddha bowl offer



Potentially, turning them into someone who buys a more substantial meal from you

*Creating a bigger
profit per customer*

Measure The Success Of Each Campaign



**TRACK THE SUCCESS OF EVERY
PROMOTION THAT YOU RUN**

COLLECTING DATA

Track the success of every in-store promotion that you run.

STORING DATA

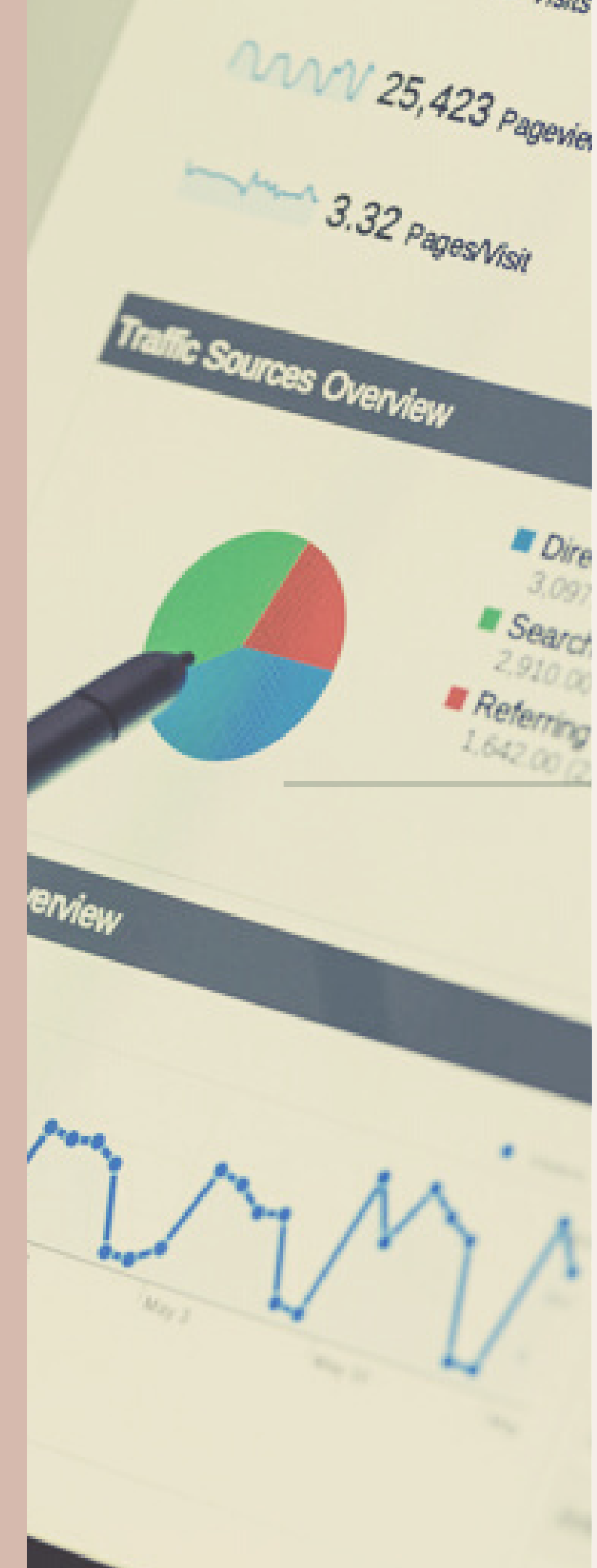
Each time the content of the screen is changed that is automatically logged, with a timestamp

ANALYSING DATA

Retailers only need to look at their sales data to see whether sales of the item that is being promoted rose, around that time

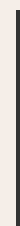
IMPLEMENTING THE CONCLUSION

If it did, Meaning that more of that style of advertising can be created and deployed.





Digital advertising can do everything that posters, banners, leaflets, and other traditional forms of in-store promotional materials do and more besides.





over time *digital advertising* can work
out to be better for the environment,
than using more traditional
advertising mediums such as leaflets,
posters, and banners