

How to effectively test hypotheses in offline marketing?



To succeed in business, it's crucial to understand your customers' needs. We have developed an 8-step instruction for offline businesses like yours. Our guide helps you identify your audience's unique needs, craft personalized messages, and use technology to boost sales and customer satisfaction.

Step 1: Defining the problem

The problem should be specific, related to a particular product or brand, and measurable to track its progress — for example, low sales of a new smartphone model.

Step 2: Selecting the target audience segment

Testing a hypothesis on the entire audience might not resonate with anyone. Therefore, it's essential to identify potential audience segments based on gender, age, and other criteria.

Step 3: Crafting the message

Personalized recommendations must be meaningful and address the audience's needs. Depending on the product, capabilities, and audience, it can include information about additional services, discount programs, or product advantages. For instance, we'll showcase new camera features to women,

performance information to men, and warranty service discounts to older people.

Step 4: Choosing metrics

To assess the effectiveness of the advertising offer it is essential to identify key performance indicators (KPIs) like Total Sales Volume, Inventory Turnover, and Profit Margin.

However, business metrics aren't enough. There are many visitors coming to the store, looking at the product and leaving without a purchase. Maybe they found a cheaper price elsewhere or didn't get a compelling offer. To understand and work with this segment we can use AI-powered audience analytics.

Step 5: Preparing the tools

DISPL audience analytics leverages AI to gather demographic (age, gender) and marketing (dwell time, emotions, engagement, interaction with sample devices) data on offline audiences. It works on sample devices with built-in cameras or with

media players with connected cameras. You can use it with a digital screen or just by placing the camera somewhere in the store. And, of course, it is GDPR and CCPA compliant as it doesn't collect any personal data and doesn't send videos and pictures from the device.

Step 6: Testing

Now, let's move on to the testing phase. All actions are available on the DISPL platform:

- Create personalized offers and design templates in a no-code editor;
- Select audience segments;
- Choose display times and days;
- Pick screen media;
- Initiate testing.

As people pass by the screens or devices with screens, they will see recommendations tailored to their buying preferences. We recommend conducting testing for at least 2-3 weeks to eliminate seasonal fluctuations and avoid parallel advertising campaigns targeting the same product, as this provides more informative data.

Step 7: Analyzing results

Gather all the information: initial results, audience, message, outcome, and target metrics. Depending on the results, either expand the successful advertising offer on multiple screens in different locations or continue experimenting. DISPL's report will provide analytics, helping you understand at which stage customers lost interest. Your audience may require another message, or you may discover that the product interests an entirely different audience.

Step 8: Drawing conclusions

Attempt to answer questions that deepen your understanding of the audience:

- What can the testing results reveal about the audience?
- Can the results be generalized and used for other segments?
- How did the message emotionally impact customer behavior?

Excitingly, after just a few weeks of conducting such research, your business will unlock significant advantages and improvements in its operations.

About DISPL

We offer an all-in-one solution for offline businesses: audience analytics, cross-channel digital signage, real-time content targeting, hardware management tool, and a CMS that brings it all together. We have experience working with leading brands and retailers and want to help your business grow, find new customers and make more money!



Customer profiles



Real-time demographic targeting



Cross-platform digital signage



Solution for sample devices

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