



# Pilot project: Digital menu boards with audience analytics

January-March 2022

## Pastries

Cherry cake  
150 ..... 3.0 -.

Chocolate cake  
150 ..... 4.0 -.

Tiramisu  
150 ..... 4.0 -.

Strawberry tartlet  
150 ..... 4.0 -.

Chocolate muffin  
100 ..... 2.99 -.

Apple pie  
150 ..... 4.0 -.

## Lemonade mango

7.99-.

## Drinks

Lemonade orange  
0,5 ..... 6.0 -.

Lemonade classics  
0,5 ..... 6.0 -.

Lemonade mango  
0,5 ..... 7.99 -.

Lemonade strawberry  
0,5 ..... 7.0 -.

Lemonade kiwi  
0,5 ..... 7.0 -.

Mineral water  
0,2 ..... 5.0 -.



# Audience analytics pilot project

1.5

Months

2

Sensors

- Entrance
- Checkout zone

6

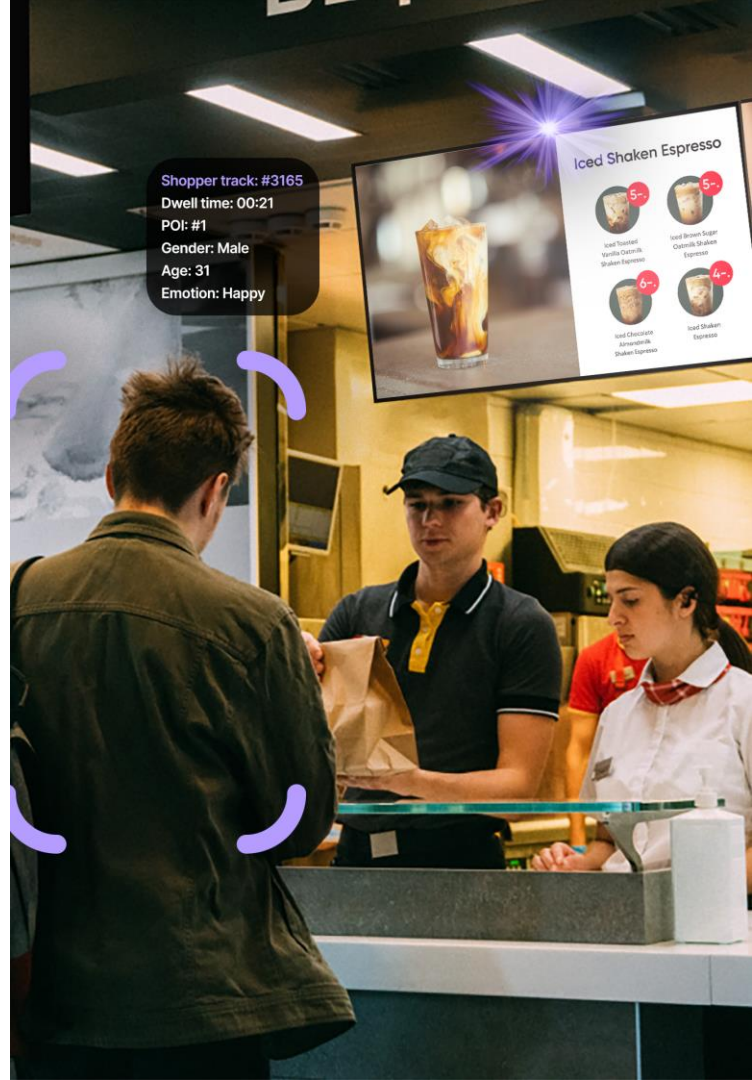
Menu boards

## Tasks

- Remotely manage menu boards
- Collect and analyze audience metrics
- Test hypotheses on the impact of menu change on the pizzeria audience and do the demographic analysis

## Tools

- DISPL — a platform for remote control of screens
- DISPL Kit — a device with a sensor for recognizing audience metrics



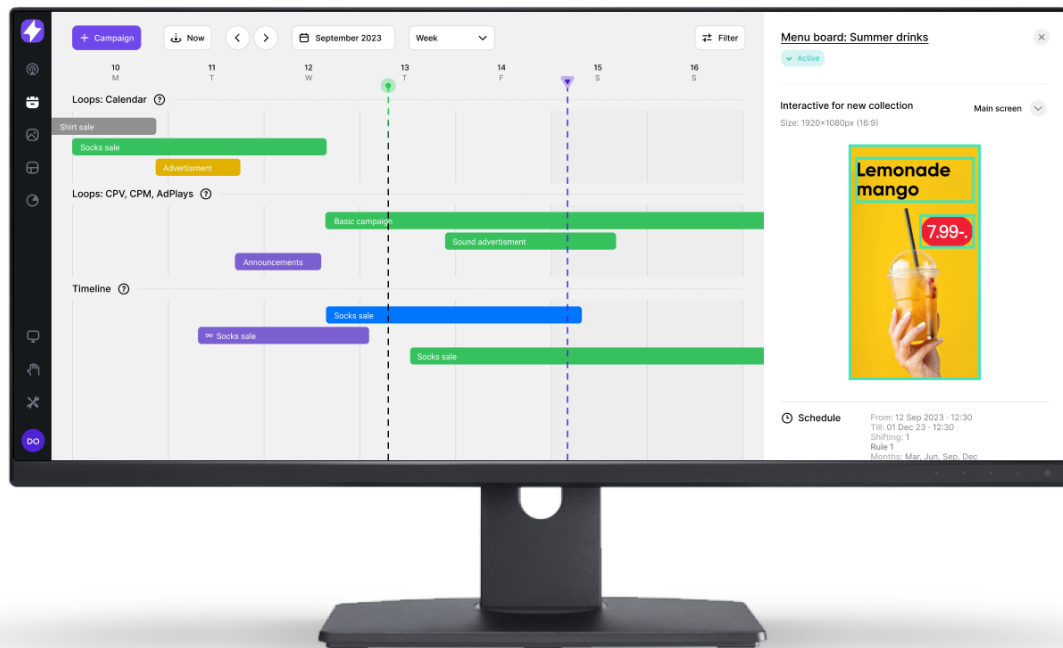
# Manage content on all digital screens from your account

## Media plan and content

Planning according to criteria/tags, locations, screen formats, interests and automate advertising with flexible rules

## Analytics

Download detailed reports about audience demographics and marketing performance



# Dashboard with audience data



Audience demographics



Engagement



Conversion



# DISPL Kit for a fast start

All functionality of the DISPL platform is packed in a technological box —  
DISPL Kit with player and sensor

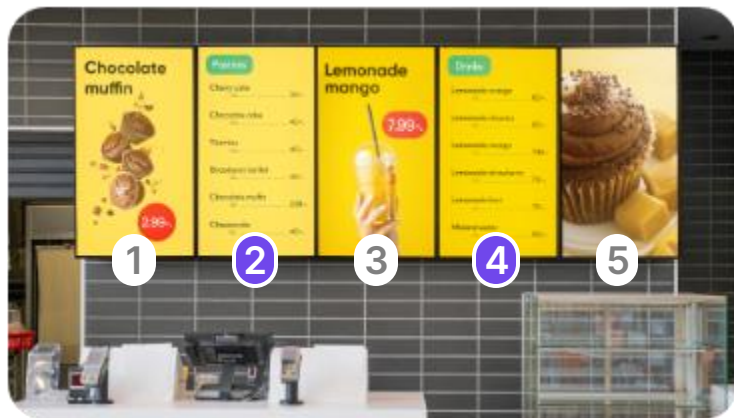


- ✓ Targeted content
- ✓ Centralized content management system
- ✓ Support of displays, kiosks, video walls, tablets, in-store radio

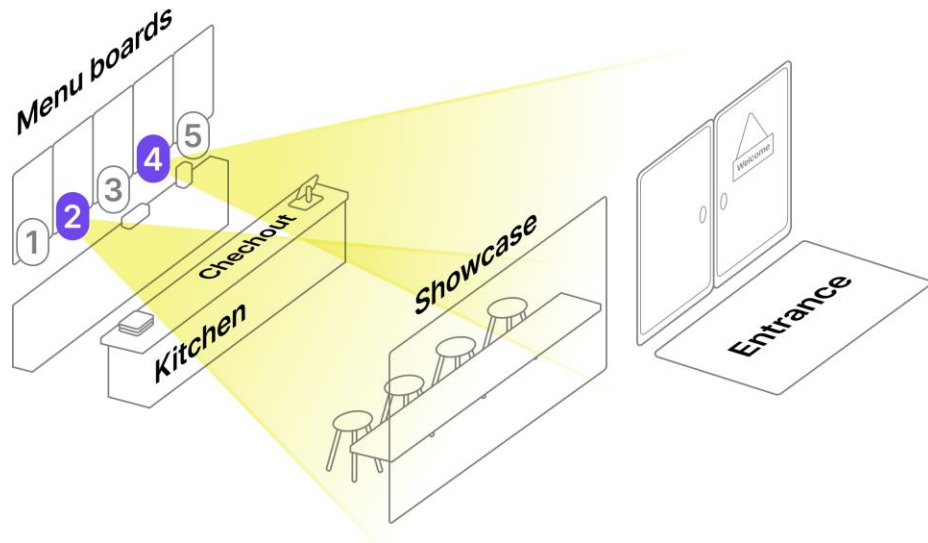




# Schematic of DISPL Kit placement under the menu boards



The sensors are located under the **2** and **4** screens



**2**

The sensor under screen **2** collects audience data at the **kitchen** and **showcase**

**4**

The sensor under screen **4** collects audience data at the **checkout** and **entrance**

## Changes after the menu board update

# Digital menu boards have attracted a younger audience

The average age of the audience during peak times decreased by 1-2 years, and the number of women increased

**-1 year**

decrease in the average age of the audience throughout the day

**-1.4 years**

decrease in the average age of the audience in the evening on weekdays






**+2%**

Increase in female audience

\*Menu update Feb. 1. 2022 (compared periods 24/01 to 31/01 and 1/02 to 14/03)

## Demographic analysis

- Older customers come in the morning and evening
- Younger customers come in the evening hours

	15 years	15-23 years	24-30 years	31-40 years	40 years
 Morning	4%	15%	39%	32%	9%
 Lunch	5%	15%	43%	32%	5%
 Afternoon	6%	18%	39%	29%	8%
 Evening	6%	20%	37%	26%	11%
 Late evening	5%	21%	37%	27%	10%
	5%	17%	40%	30%	8%



Potential for analysis comparing average check and introducing special package offerings in the menu for different age groups



## Demographic Analysis

# The male audience is older than the female audience

Women are quicker to make menu decisions, and the older audience takes the longest to explore the menu

30 and 26 years

old average age of  
men and women

2-3 sec longer

for the >40 years old group  
to study the menu boards

0.5 seconds faster

for the female audience  
to explore menu boards



Potential to analyze with average check comparison and implement special offers to match the average age of the audience

## Next steps

# Scaling the pilot project

- 1 Analyze average check by time
- 2 Test the impact of a flexible menu within the day on average check
- 3 Test the effect of special offers for customer demographics on average check
- 4 Scale the pilot project to other locations

