beabloo

# Customer One Pager

## Achive the store of the future, today

Beabloo gives online and offline retail marketing campaigns a revolutionary focus. Active Customer Intelligence Suite (ACIS) integrated digital solutions allow businesses to communicate with in-store customers, analyze their behavior, and create personalized and automated experiences. ACIS features cutting-edge technologies including artificial intelligence and covers the entire retail customer journey, from awareness, to purchase and loyalty.

## Ground-breaking content display

### CUSTOMER COMMUNICATION - COMMUNICATE

Solutions to achieve a greater visual impact for brands, improve sales and reach more customers with digital points of contact distributed throughout the store. Tools to show content at the right place and time and manage a digital signage network with a centralized system.
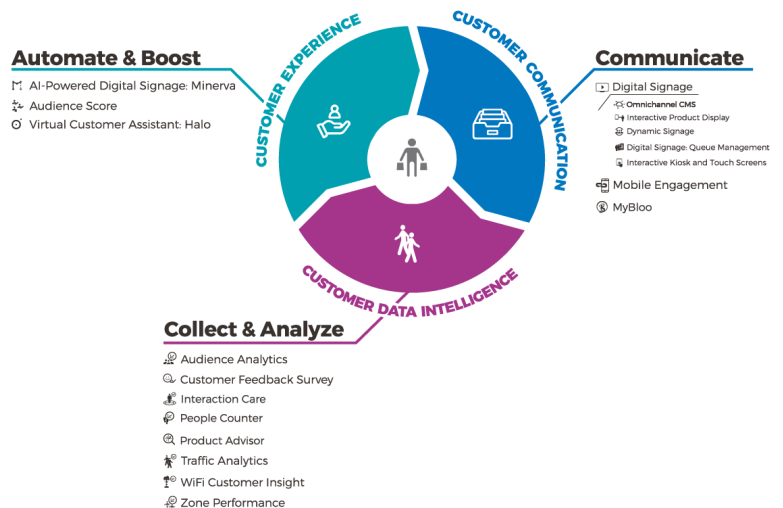
— **Digital Signage**
- **Omnichannel Content Manager (CMS)**: Digital signage software that optimizes content distribution and monitoring.
- **Interactive Product Display:** Interactive solution that enhances product marketing and in-store customer service.
- **Dynamic Signage:** Solution for achieving better in-store advertising segmentation.
- **Digital Signage Queue Management:** Digital signage system to decrease perceived wait time while keeping customers entertained and informed with personalized content.
- **Interactive Kiosk and Touch Screens:** Tools to help customers locate themselves in a store, automate sales or receipt delivery, and provide information interactively while giving exposure to your brand or products.

— **Mobile Engagement**
This solution combines beacon techno-logy with mobile and digital signage capabilities to send offers, promotions or other personalized content to smart-phones when customers visit a store.

— **myBloo**
Digital signage and analytics solutions for small business.



**Automate & Boost**
- AI-Powered Digital Signage: Minerva
- Audience Score
- Virtual Customer Assistant: Halo

CUSTOMER EXPERIENCE

CUSTOMER COMMUNICATION

**Communicate**
- Digital Signage
  - **Omnichannel CMS**
  - Interactive Product Display
  - Dynamic Signage
  - Digital Signage: Queue Management
  - Interactive Kiosk and Touch Screens
- Mobile Engagement
- MyBloo

CUSTOMER DATA INTELLIGENCE

**Collect & Analyze**
- Audience Analytics
- Customer Feedback Survey
- Interaction Care
- People Counter
- Product Advisor
- Traffic Analytics
- WiFi Customer Insight
- Zone Performance

beabloo.com

## Collect relevant business information, improve customer insight and analyze campaigns

### CUSTOMER DATA INTELLIGENCE - COLLECT & ANALYZE

Solutions to discover customer interests, demographic data and in-store paths, always respecting privacy. Key tools to access valuable metrics that help brands make decisions and Maximize their reach with more focused campaigns.

— **Audience Analytics**
Solution for detecting digital signage audience demographic information and analyzing segmentation.

— **Customer Feedback Survey**
Solution to measure customer experiences and correlate responses to their demographic profile to obtain valuable data.

— **Interaction Care**
The solution for measuring interactions between people and guaranteeing social distancing in physical spaces.

— **Product Advisor**
Online tool to increase your e-commerce profits by identifying which products perform best and worst.

— **Traffic Analytics**
Solution to improve store performance by evaluating it with reliable metrics.

— **People Counter**
Solution to measure how many people pass through a door/gate and to identify the direction of the footfall.

— **Wi-Fi Customer Insight**
Tool to analyze potential customers' online interactions inside a store, improve product visibility based on their interests and improve experience with secure, free Wi-Fi.

— **Zone Performance**
Solution to understand the customer journey through all the zones in a store.

## Achieve personalization with artificial intelligence

### CUSTOMER EXPERIENCE - AUTOMATE & BOOST

Solutions to gain customer loyalty through interactive experiences, automate processes with the help of artificial intelligence, and position stores and brands with customer service and personalization that makes customers keep coming back.

— **AI-Powered Digital Signage: Minerva**
Groundbreaking digital marketing solution that brings an intelligent digital signage platform to physical stores, automates digital signage campaigns and boosts sales.

— **Audience Score**
Online tool to target web campaigns by learning more about customers. It uses artificial intelligence to segment shoppers and predict which customers are more likely to buy.

— **Virtual Customer Assistant: Halo**
Virtual assistant powered by artificial intelligence that improves the shopping experience.