

The background of the slide features a photograph of two women in a retail or office setting. The woman in the foreground has long blonde hair and is wearing a dark red top with a necklace. The woman behind her is wearing a striped shirt and a hat. Both faces are overlaid with a white wireframe mesh, representing facial tracking technology. A teal wavy graphic element is positioned at the bottom of the image.

Innovative solutions to get customer insights and transform your business

beabloo



Agenda

01 Why Beabloo?

Reasons to choose us

02 Client Testimonials

What our clients have to say

03 How we help companies grow their business

Beabloo Solutions

04 Partners

An international powerful ecosystem

05 Engage with us!

Get more insights from us

01 Why Beabloo?

Bringing innovation and technology to stores

Beabloo provides a revolutionary approach to marketing strategies in retail spaces with its Active Customer Intelligence Suite (ACIS), a series of integrated digital solutions that help you communicate with your clients, analyze them and develop automated and personalized experiences.

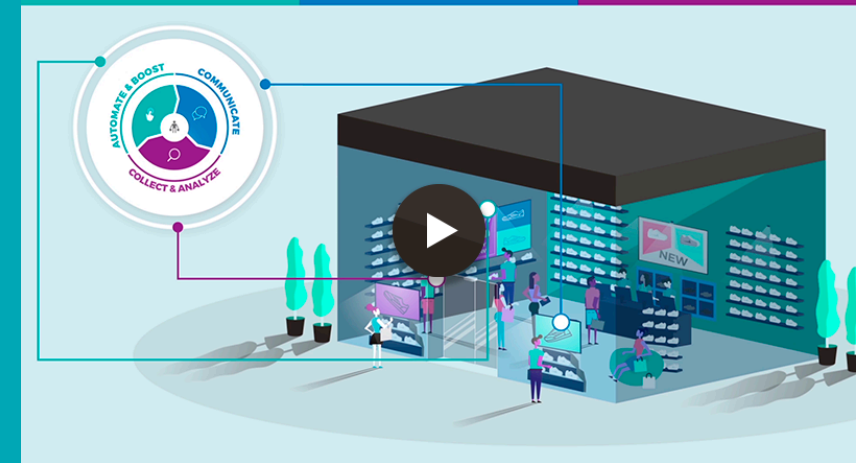
Consolidated experience and international reach

11 years digitizing business

80+ employees helping clients undertake business transformations

Presence in **20+ countries**

400+ clients, from retail, large venues, hospitality and travel industries, among other sectors



Some achievements



Goldman Sachs recognized Beabloo as a leading company for the Store of the Future due to its Business Intelligence technology, sensors and artificial intelligence.



Red Herring included Beabloo on their "2019 Red Herring Top 100 Europe" list which recognizes leading European companies in innovation and technology.



Beabloo is the only digital experience platform vendor in Europe that is a member of the Intel Open Retail Initiative established to define interoperability standards for all global retail support systems.

02 Client Testimonials

“Audience analytics gives us a better understanding of our audience, allowing us to segment our customers and show them what they want to see when they want to see it. It also allows us to know which campaigns are achieving the best results.”

Pello Meaurio, Director de Customer Experience, B the travel brand.



“By working with CosmesisTV, Beabloo provides us with an excellent communications tool. Patients now receive important information while waiting to be treated. Beabloo and CosmesisTV have also improved the perception of time spent in waiting areas at our centres.”

Dr. J. Víctor García, Presidente de la Sociedad Española de Medicina y Cirugía Cosmética.



“Thanks to Beabloo technology, we have a better understanding of our customers’ behavior and are more effective at organizing new events.”

Kazuma Kimura, Alliance Manager, SoftBank Group.



“The support we received from the Beabloo team when installing the new digital signage system was essential. Their assistance meant that every question or issue was resolved in a very short time. We can now remotely and almost immediately manage the information we need to display in over 40 points of sale around Spain.”

Monica Bogas, Departamento de Marketing, MBT (Masai Barefoot Technology).



“We have worked with Beabloo for two years and are very satisfied with the experience. The system is flexible, fast, agile and advanced, and their professionalism, dedication and availability is outstanding.”

Eva González Pozas, Marketing, Brand & Communication, Shell-DISA.



“By far the most impressive part of Beabloo’s signage solution has been the video wall. With its placement in the reception area, as soon as visitors walk through the doors they are greeted with the high-quality display with many visitors commenting on its impressiveness. This has been a powerful tool for inspiring students who gain great satisfaction from seeing their work showcased to the entire academy.”

Michael Shillam, Network Manager, Staffordshire University Academy.



03 How we help companies grow their business

CASE STUDY



Challenge

B the travel brand wanted to undertake a digital transformation.

Beabloo Solutions

Omnichannel CMS – Digital Signage – Audience Analytics

Results

400+ Storefronts digitized with digital signage.
400+ Content items distributed every day.
Dynamic, segmented and targeted publicity. Optimized campaigns that stand out from competitors.
Total savings in campaign production, distribution, printing and placement costs: €190,000.



COMMUNICATE — Customer Communication

Beabloo Customer Communication solutions will help you:



Unify communication channels for customers: your digital signage screens, your website, your social media channels and mobile notifications.



Use a highly secure digital signage system that respects customers' privacy and doesn't store any of their data.



Improve store window effectiveness.





COLLECT & ANALYZE — Customer Data Intelligence

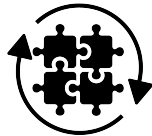
Beabloo Customer Data Intelligence solutions will help you:



Improve the efficiency of your marketing strategy by targeting your audience better.



Gain actionable customer insights by collecting data about demographics and other meaningful metrics related to digital signage.



Optimize store performance with an accurate analysis of different store areas.

CASE STUDY



Challenge

Media World needed a better understanding of their customers' behavior in a specific area of the store: a counter with Intel products.

Beabloo Solutions

Traffic Analytics – Omnichannel CMS

Results

16% increase in customer visits.
9% increase in ROI.
61% increase in Intel conversions.
30% increase in sales.





AUTOMATE & BOOST — Customer Experience

Beabloo Customer Experience solutions will help you:



Provide personalized experiences by offering specific products to target customers more efficiently.



Enhance your staff capabilities by eliminating repetitive manual processes.



Delight customers and assist them directly.

CASE STUDY



Challenge

Asics was looking for brand notoriety at the point of sale and to promote the “FootID” product at multi-brand points of sale by installing a system based on the “touch-screen” technology.

Beabloo Solutions

Interactive Kiosk – Touchscreens –
Omnichannel CMS



“Thanks to Beabloo technology and “know-how”, the ‘Digital Assistant’ is helping us personalize the customer experience, improve in-store brand results and optimize sales and stock management, linking software with the stock products.”

Albert López, Trade Marketing Director, Asics.

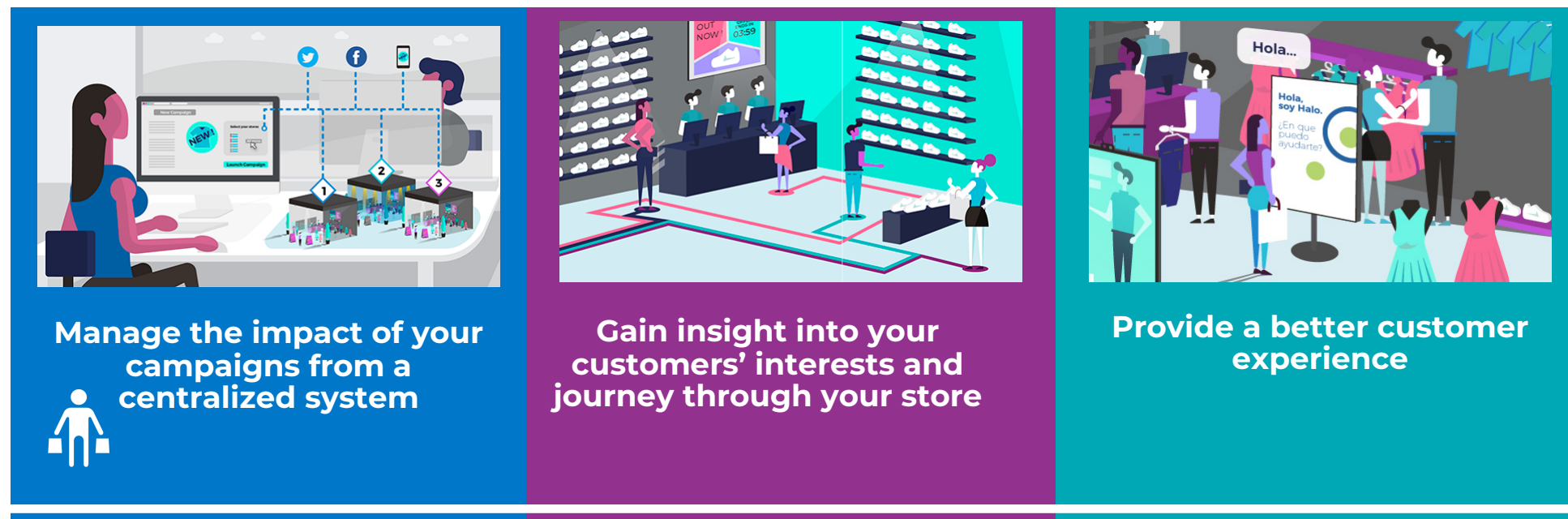
Active Customer Intelligence Suite

ACIS covers the whole customer journey, from the moment your potential customer enters your retail space, discovers and interacts with your products, until they make a purchase and become a frequent client.

The suite is backed with:

- The Beabloo AI research Lab.
- Analytics consultancy provided by Metriplica, a leading analytics company acquired by Beabloo.
- A Partner Program.
- Excellent customer service.

In-Store Customer Journey



[Discover our customer journey solutions >](#)

04 Partners

Joining forces with world-leading stakeholders

We believe that cooperation is a cornerstone of success and therefore work closely with leading companies in a range of sectors. The Beabloo Partner Program is a comprehensive platform through which trusted partners can develop, promote, and sell their products, services, and solutions in conjunction with Beabloo.



05 Engage with us!

We have helped clients from many different sectors grow their businesses



Retail



Large Venues



Travel Industry



Other

Don't Get Left Behind. Make Your Digital Transformation Today with Beabloo!

- Point of sale digitization
- Better campaigns segmentation
- Footfall metrics
- Product placement optimization
- Interactive shopping
- Optimizing AD campaign management
- Real-time monitoring
- Improved customer experience
- Digitization of internal communications
- Brand awareness at the point of sale

Want to know more?

[See our Case Studies >](#)

[Read the latest news on our blog >](#)

