Dynamic Signage

SOLUTION BRIEF

Solution overview

Dynamic Signage is a solution for achieving targeted in-store advertising and narrowing campaigns. Dynamic content can be determined through different approaches including weather forecasts or Audience Analytics technology. With audience demographic detection, reach a specific set of potential customers who are likely to be within a particular age range or gender.
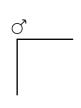
How does it work?

The most important part of this solution is the integration with Video Analytics technology. Dynamic Signage uses the interactive content feature within the Beabloo CMS to determine which demographic groups will see certain messages. For example, if a business has products exclusively for women, demographic targeting will help avoid showing their ads to men. For weather conditioned content, we use third-party integration with Open Weather for weather forecasts.

Solution benefits

- Obtain a higher ROI thanks to better targeted advertising.

- Reduce advertising costs by minimizing wasted efforts advertising to uninterested consumer groups.

- Deliver the desired products and services to the right customers more effectively.

Key features

- Content managed easily with the Beabloo CMS.

- Content assigned to selected audiences.

- Audience Analytics dashboard.

- Other analytics and technologies, including Wi-Fi analytics and beacons.

- Highly accurate demographics measured using the leading Audience Analytics solutions on the market.

- Conditioned content according to the local weather forecast (based on Open Weather).

Use cases

Provide personalized experience

Dynamic Signage delivers the desired products and services to the right customers effectively and creates a highly personalized experience based on customer demographics (gender and age). For example, when a male shopper looks at a screen, it can change content to men's products or suit ads automatically, even if you display content for women by default.

Improve awareness and engagement

Dynamic Signage lets you take advantage of traffic and target selected audiences directly using a single digital display. Key areas for incorporating this solution in retail include fitting rooms, product walls, back walls or store windows. Businesses can trigger dynamic content to increase customer awareness and conversion.

Optimize stock management

With Dynamic Signage it is possible to promote selected products that you have in stock. The system can automatically adjust the content displayed based on weather conditions to increase sales of preferred products for rainy or sunny days. Dynamic Signage increases the visibility of whichever products you want to sell more of.