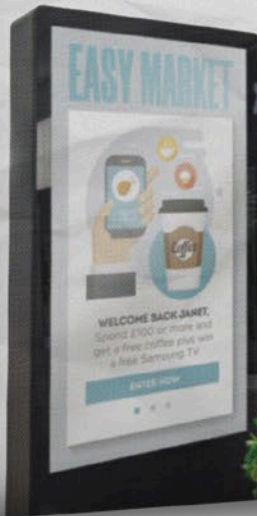


# The Daily Data

Global Edition, Monday, September 21, 2019

## DIGITAL SIGNAGE THE STORE AS DATA-DRIVEN SALES TOOL



There is no doubting the rapid digitisation that is sweeping through UK retail. This is clearly seen in all levels of the industry: from technology-enabled supply chains and growing ecommerce sales through to autonomous checkouts and in-aisle self-service within stores. Every retailer is somewhere on that journey, and the level of digitisation they adopt can determine not only the way the stores look, feel and function – but also provide differentiation from competitors.

In this modern era, shops are now just a mere facet of a

retailer's brand experience – rather than the only point of contact with customers. If anything, shops are increasingly becoming showrooms – which caters to the growing trend of the online merging with the physical. Places where customers visit to inspect products while also using the internet to compare prices or search for related products.

So it's no wonder that forward-thinking retailers are ploughing huge amounts of investment into great design, tech, inspiration and expertise.

(Source: Play and display: How to win in the new age of retail, Retail Gazette and Samsung, July 2019)

*Simple*

It gives them a high impact, low cost way to turn the store into a data-driven sales tool.

## WHY ARE RETAILERS GETTING INTO DATA-LED DIGITAL SIGNAGE?

### HOW TO WIN IN THE NEW AGE OF RETAIL

Retailers with physical stores get a lot from in-store, data-driven digital signage...

	Without Digital Signage	With Digital Signage
Make your store a more exciting and engaging place to be	✗	✓
Run relevant, personalised offers – not mass discounts	✗	✓
Give your customers experiences your competitors can't	✗	✓
Influence your customers' purchasing behaviours	✗	✓
Seamless customer experience between channels	✗	✓

### OK, I GET IT BUT HOW DO WE GET GOING WITH THIS?

With basic digital signage retailers can transform their in-store experience. But when that digital signage is powered by our data, personalisation and insights platform, Darius® it becomes something else!

- Turn digital signage into a data-led, data-driven platform
- Collect and profile GDPR compliant customer data
- Schedule, trigger and personalise data-led content and offers in real-time
- Integrate with in-store LED, LCD, touch-screens, mobile, POS, Wi-Fi, beacon technology, RFID, NFC, among others\*
- Make your data work harder by linking it all into one place

\*Where relevant

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# TRANSFORMING YOUR IN-STORE CUSTOMER EXPERIENCE...

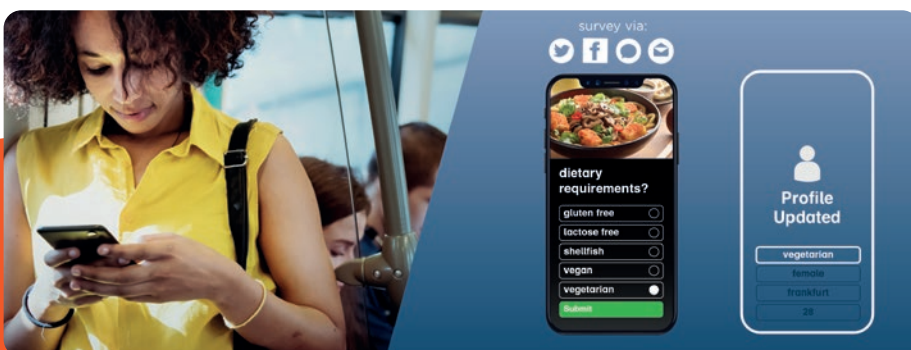
*Check This Out*



Using discovery technology (like NFC, Wi-Fi or Beacons) you can display relevant screen content based on the aggregated data of your customers in-store



Using discovery technology (like NFC, Wi-Fi or Beacons) you can display screen content that changes to reflect users' preferences



Using an in-built survey component you can add important information to your customers' individual profiles to help inform relevant screen content

## WHO'S USING IT

Data-driven digital signage and Darius® turns brands' stories into conversations with the customer in all sorts of places for all sorts of sectors: retail, automotive, food services, conference and events, sports and entertainment.

## I REALLY WANT THIS, HOW MUCH DOES IT COST?

- Licence fee model from £100/month per store\*
- Planning and activation support (if required)
- Easy to get going
- No capital expenditure\*

\* Software only, excludes digital signage package which can be quoted for separately.

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## GET IN TOUCH

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