

Application for Kiosks

The Context:

Going digital is a needed transition for today's retail stores, shopping malls, and digital signage players who seek digital content solutions to promote and enhance sales. In Scandinavia, a leading retailer of consumer electronics was seeking an all in one solution for targeted advertising content in its stores. It is well known that Interactive kiosks in stores bring attention to a brand by inviting action. When adding to these screens real-time audience identification features on the viewers (gender & age group), a customized advertisement can be delivered, resulting in improved sales for the brand and store.

The Project:

Through the easy integration of the **TruMedia PROM (Pro Marketing)** solution, based on state-of-the-art video analytics, with the content management player in the kiosks, a powerful targeted platform was developed. The media player receives real-time direct information from the TruMedia device and enables the player to automatically choose the customized advertisement based on the demographics of the shopper viewing the screen.

Results

- The store was able to customize its offering to the shoppers, which triggered action (buying) and led to a **13% increase in sales** of the brands advertised on the screens.
- The embedded digital signage solution installed enabled measurement of the advertisement played, and the **fee the brand paid for its advertisement was depended on the viewing times of its ad.**
- Advertisements that did not provoke action by the viewers were **reviewed periodically and replaced by action triggering ads.**
- TruMedia's partner in the project can now deploy the integrated solution in **any retail or shopping mall environment**, seeking a smart interactive kiosk solution.

Privacy

TruMedia products are fully respectful of the audience's privacy: no images are recorded, and no uniquely identifiable data can be extracted. Images from the company's sensors are processed and converted in real-time into data.



TruMedia

TruMedia (www.tru-media.com) is the leading provider of real-time, automated audience measurement solutions for the retail and Out-Of-Home display industries. Its state-of-the-art video analytics technology measures visual attention towards posters, digital signs, TV monitors and product displays.