

Clever Materials

When design is not only
attractive but also useful
for insight

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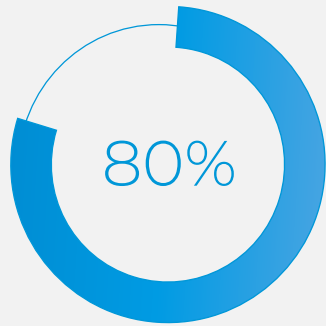
Design is not only beautiful

Display materials are essential for a successful in-store promotion. Their main aim is to highlight the product on the shelf and draw customers' attention, increasing brand awareness.

The advantages of in-store promotion using PoP displays are countless, **but have you ever thought that they could also provide a data insight?**

Take a look at e-commerce and online shopping, through analytics you can easily track your customers' behaviour.

Thanks to our clever materials this is now possible also in the store. **Design can also be smart, not just beautiful.**



Consumers spend 80% of their time indoor and over 80% of people have their WiFi mode on

Free-Way Clever Materials Features

From now, your branded area can not only attract customers. You can also **collect valuable information about their actions and engagement**. Going further, you can evaluate the effectiveness of your campaign and create a strategy for the future.

The technology inside our materials can detect mobile devices like tablets and smartphones with their WiFi connectivity on.

According researches, consumers spend 80% of their time indoors in places such as shops, shopping malls and exhibitions, and over 80% of people leave their WiFi on while shopping.



No Beacon, no application needed

Collecting data with our clever materials is fast and easy. Thanks to the **Plug and Play** technology inside, you do not need any extra devices to start.

Perhaps, you have heard about the **Beacon** system. The idea behind beacons **has many limitations** and requires much more effort: it needs radio transmitters, bluetooth connection and mobile devices with special applications installed to actually gather data.

The Beacon system is focused on proximity marketing activities: it is giving information to the customers but you are not able to track their behaviour in the area as our materials do.

Customers' behaviour insight



Impressions: people in the area



Engagement: time people spend in the area



Peak days/hours



Heat maps

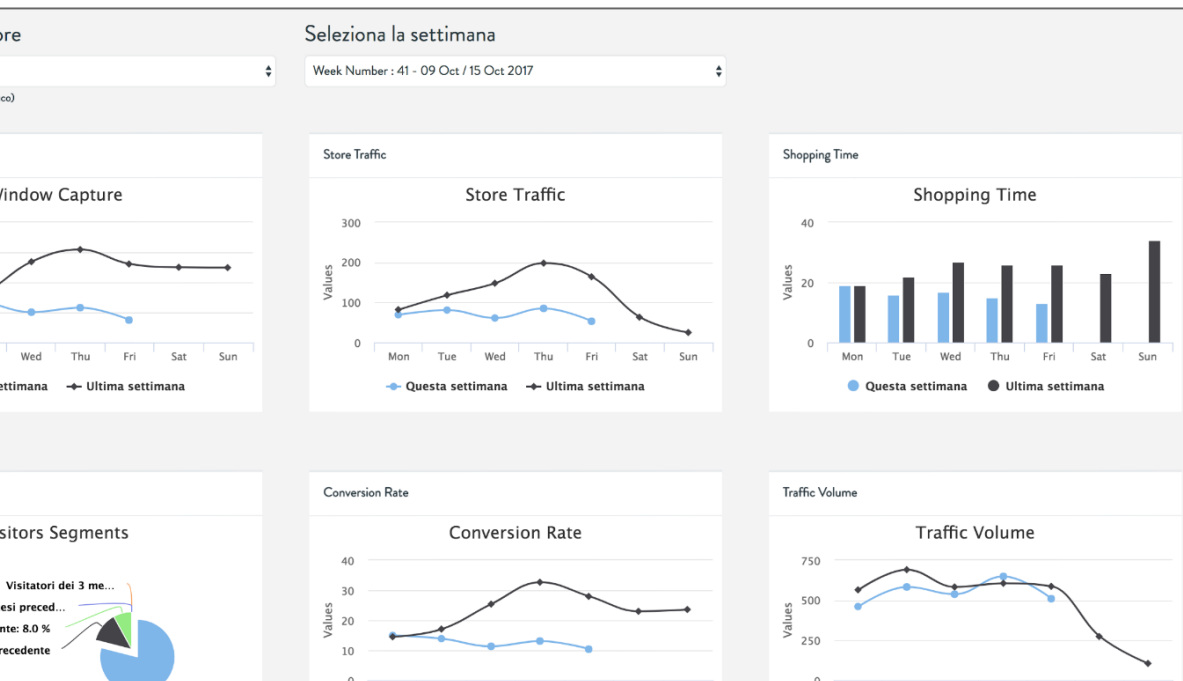
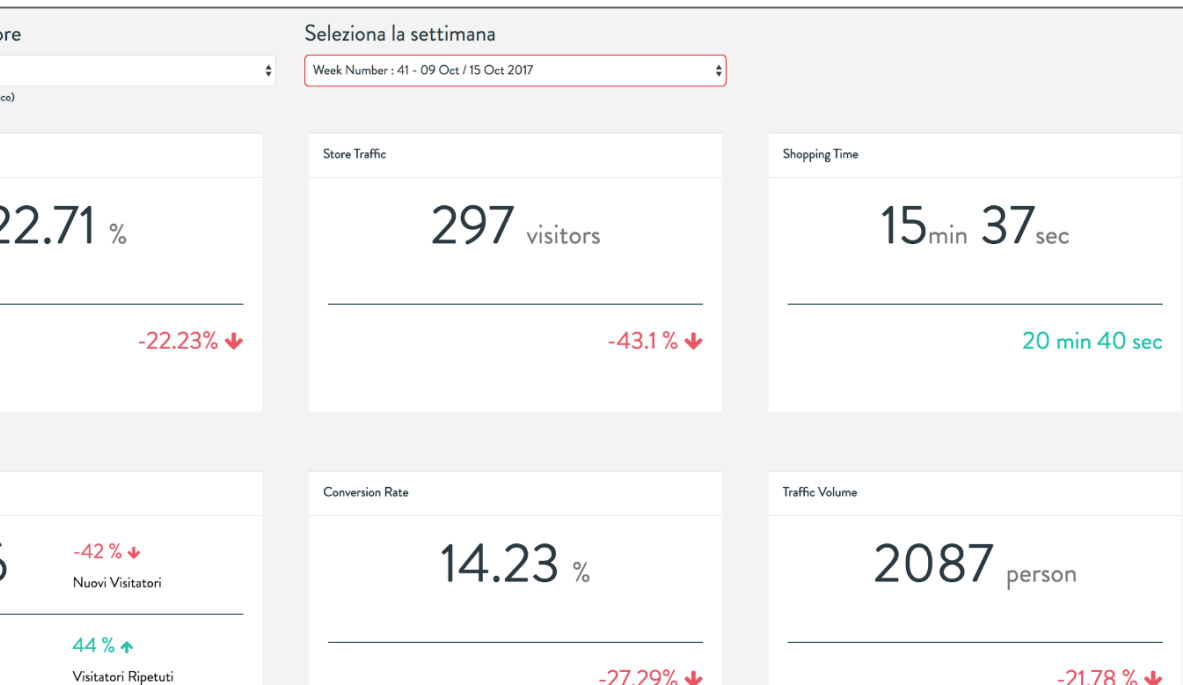
As you can see, our materials are not only clever but easy to apply, what is crucial for your in-store strategy.

The operation of our clever materials is comparable to the web analytics. **Sensors embedded** into the materials count each customer, who passed by, as an **impression**. Each of them who stops in the indicated area is treated as an **engagement**.

Our clever materials give you a **clear overview of the situation in store or in a particular area**. They show you customers' behaviour as **heat maps** and indicate an area with the highest density.

You can simply check which part your stand attracts the most attention, discover where people stay the longest and which area is the least interesting.

The footfall analysis tracks your customers' behaviour in-store and gives you insight about that.



Would you like to know if someone visits your stand more than one time during the day? Our clever materials can detect customers, who have already stopped there so you can view the return rate, an incredibly valuable info for your future strategies.

You can see all the results in a user-friendly **dashboard**, which can be customized and adjusted to your needs.

It is important to remember that the best results can be obtained from a **long-term perspective** and **supported by thorough analysis**. A marketing campaign supported by our clever materials allows you to see **trends** in the customers' behaviour. It is possible to see the results of your actions and highlight peak periods during the day, month and even the year!



Experiential Game Area 2017

Clever Materials Benefits

Nowadays, data is everything. There is no room for guessing and acting blindly.

With our clever materials, you can **collect information and transform them into thoughtful actions**. It helps you to define a perfect strategy.

If you are still wondering how it can be useful for your business, imagine having a 30sm branded experiential area in a GDS store, with products and several different points of engagement.

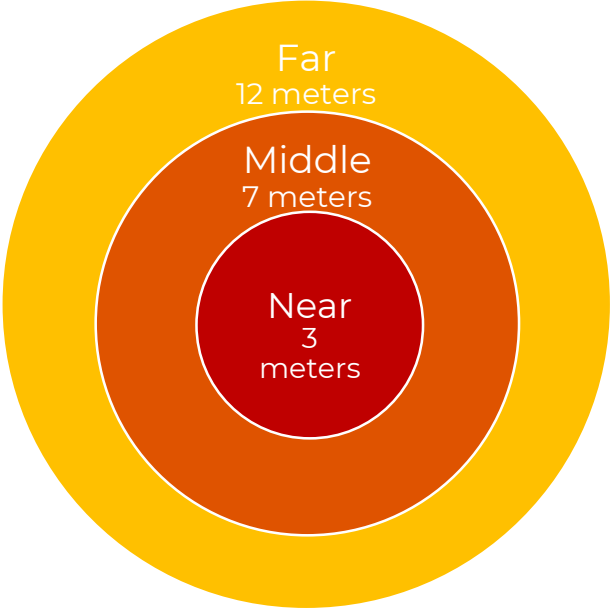


Shelves

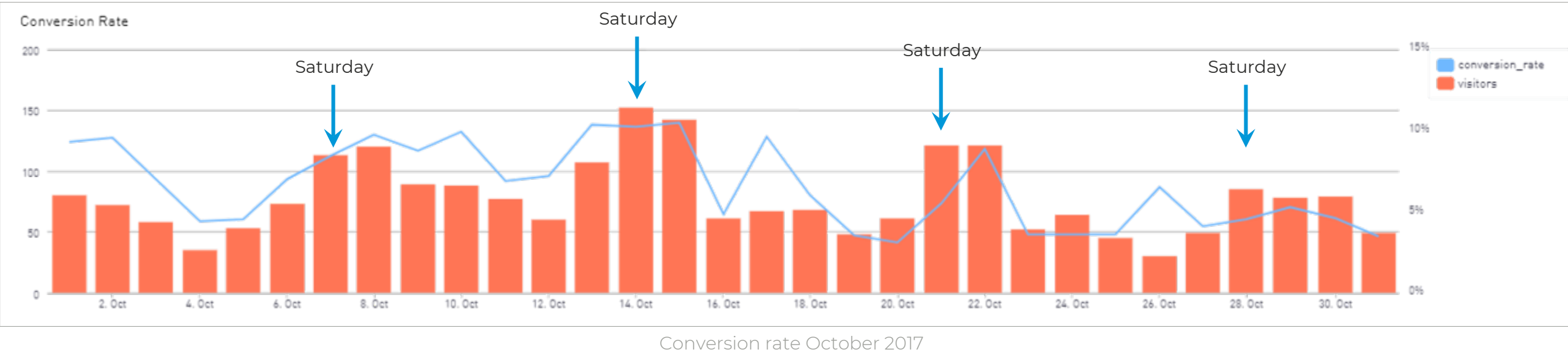
Evr-014
Game Station
Station 2

Evr-016
Product Table
Station 1

Detection
thresholds

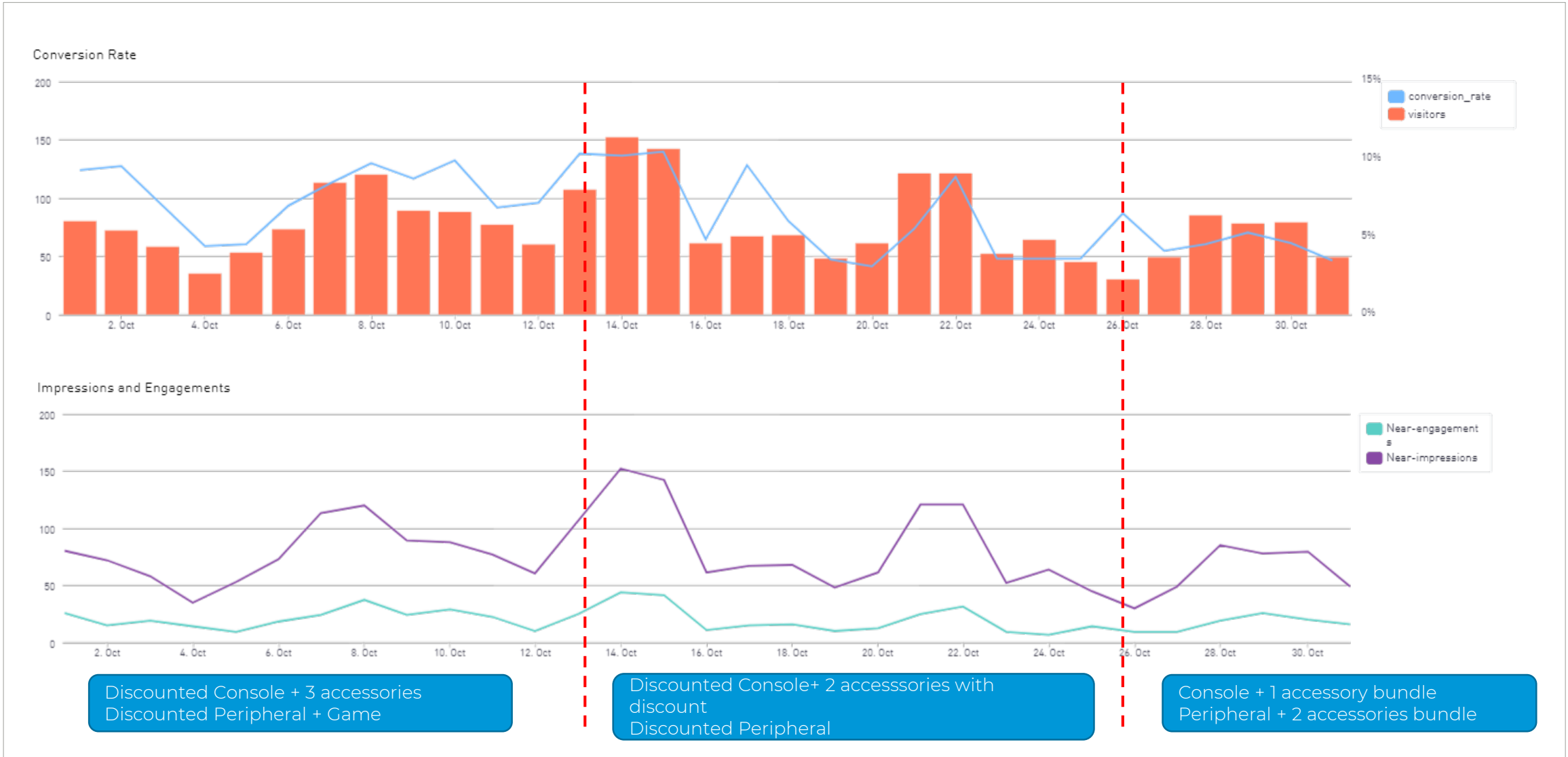


The clever materials, which track customers' behaviour, allow you to understand what time they are most likely to be visited and what is the most engaging exposition.



You can analyse the **conversion rate**, or the relationship between traffic in the area and engagement. In this example we can see it is always higher at weekends, a sign that in those days there is a greater availability of customers to stop in the area, or that there is a promoter on weekends.

On Sundays, despite a generally lower traffic than Saturdays, we can see a higher conversion rate, sign that the Sunday instore traffic is more valuable: a good opportunity to take!



In this chart we compare the flyers with the details of the products on sale and the traffic on the area. The previous 2 promo leaflets may be the reason for the decline in conversions.



Improve your strategy

Data insight helps you to make **future decisions** and **improve your field strategy**, for example by adding extra in-store staff (promoters, hostess, merchandisers, etc.) during peak hours, days or seasons. Another idea is implementing sales promotion activities as a booster for your sell out, in the key weeks of the year.

Your researches should not be limited only to choosing the right time for your campaign. By **installing two or more clever materials**, on the basis of A/B testing, you can decide which location in a store is the most effective.

You can **expand your analysis into different points of sale, cities and regions** to gain the best knowledge of your target audience and adjust the campaign according to the interest.

Conclusion

Clever Material is also useful to **gain more knowledge** about the whole store area. You can easily check which spot in the shop is the most bustling or how many customers visit it in a specified period.

Thanks to that knowledge you can adjust your stand to fit it into this area for example in terms of size and design. It can help you to increase your audience and stay more visible.

Do not forget about the fundamental purpose of the display materials: they should represent your brand, catch customers eyes and stimulate to purchase. That is why our **Clever Materials are designed by professionals** who perfectly know sector requirements and trends. We ensure the highest quality of design, so the materials fulfil completely their traditional function.





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