Retail Solution Guide:
Deploying Distance-Enabling Interactive
Experiences to Drive Customer Retention,
Store Sales, and Brand Loyalty

Why visual merchandising companies should integrate interactive technology to build unforgettable retail and brand experiences

Retailers and brands rely on visual merchandising companies to create unique shopping experiences that turn shoppers into fans.

Advanced display, sensor, augmented reality technology have allowed visual merchandising companies to combine digital and physical shopping experiences, and innovate conventional retail practices.

Whether it is a product showcase where the shopper gets to play with item in-hand or participate in a simulation relevant to the product, retailers and brands are enriching shopper experiences to drive customer conversions and enjoyment.

Modern visual merchandising solutions are composed of three major components:

Cloud-based management of deployed devices and data analytics

Integration with touch and touchless interactive technology

User- and location relevant application

Visual merchandising companies can use the collected data to maximize product aesthetics and increase sales, design product showcases that are unique to brands' core values, and generate brand loyalty.

One successful case study is a beauty and cosmetic retail chain in the United States who integrated augmented reality and artificial intelligence into its in-store makeover centers to help customers select cosmetics. While sitting in the makeup stations, customers can watch makeover and product tutorials, receive personalized cosmetic recommendations through data collected via sensors, and call for store services like mini-facials and makeup artists.

Maximize product aesthetics and increase sales

Generate brand awareness and loyalty

Design unique brand showcases

Post-pandemic retail scene prioritizes worker and shopper safety

The retail industry has seen a plummet in sales numbers due to the rise of a global pandemic. Non-essential stores for apparel and footwear, home and furniture, electronics, and health and beauty, especially, have been severely impacted with a 70 % to 100 % drop in sales as storefronts worldwide are forced to close for months at a time.

As countries ease into the market recovery phase, stores must adopt proper management policies and operational practices to avoid voluntary or mandatory lockdowns and quarantines and maintain safe environments for its employees and customers, which persuades customers back into physical stores and venues.

In-store merchandising can leverage mobile, self-service, and interactive technology to maintain a safe retail space and collect data on:

Analyzing facility flow and usage

Enforcing social distancing

Optimizing staff distribution

Facilitating hygiene practices

Visual merchandising companies will need to implement self-service and easy-to-manage technology that requires minimal cleaning while also minimizing the transmission of pathogens from person-to-person to ensure a user and staff friendly experiential retail environment.
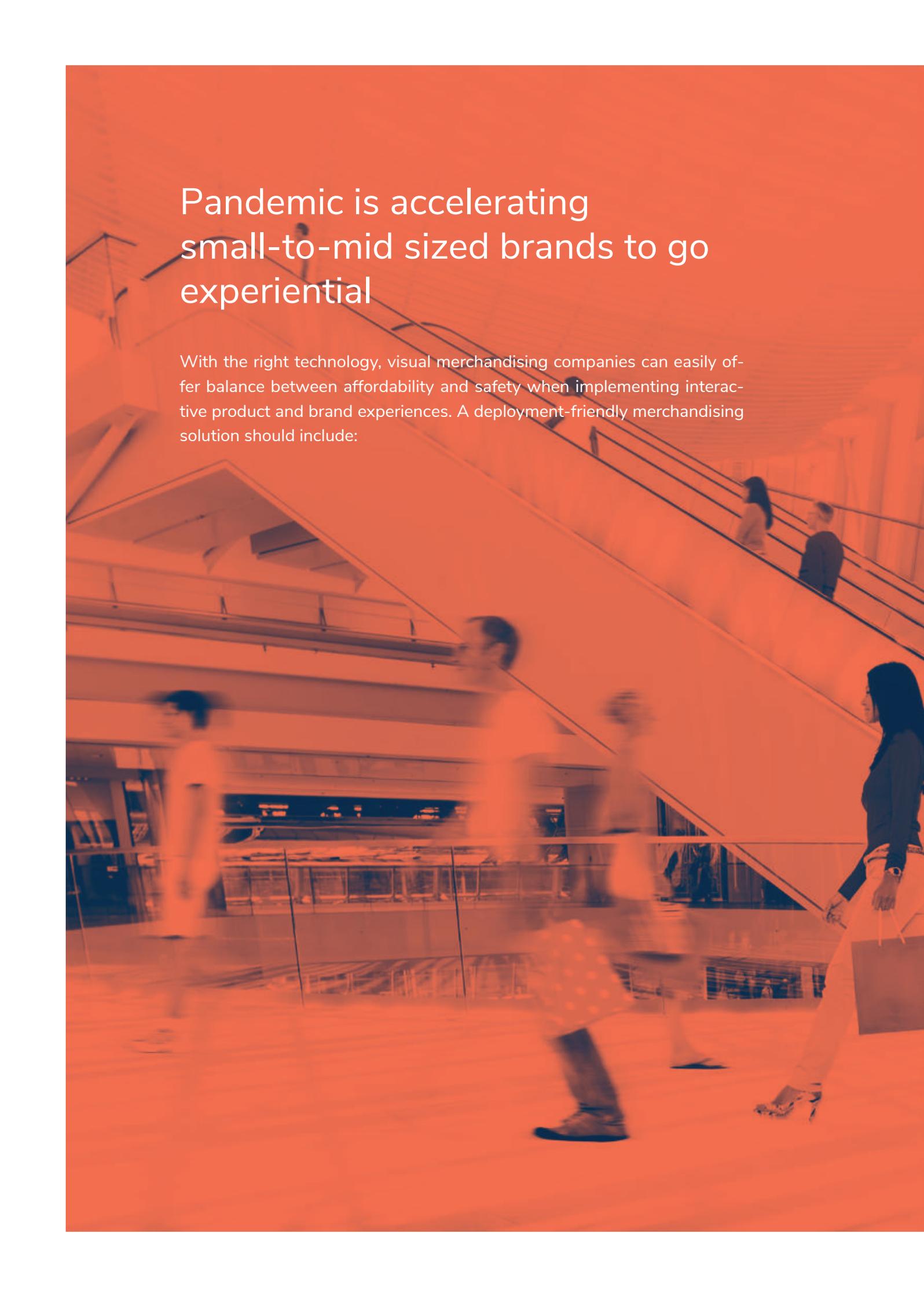
Pandemic is accelerating small-to-mid sized brands to go experiential

With the right technology, visual merchandising companies can easily offer balance between affordability and safety when implementing interactive product and brand experiences. A deployment-friendly merchandising solution should include:

Remote and data-driven
device management

Endpoints that are easy to
disinfect and keep clean

Sustainable stress-free
user experience

Integrating touchless interactive technology into visual merchandising displays can facilitate safe and enjoyable retailing experience while maintaining the recommended social distance.

P3

From large window displays to attract customers into the store, reception kiosks with full access to brand catalog, showroom filled with interactive merchandising displays, to self-checkout stations, customers can browse through the shop with ease. While customers are enjoying their time, staff members can oversee facility maintenance operations and be available for assistance on-demand.

Touchless interactive point-of-purchase merchandising displays such as pop-ups and small-format kiosks, detect-and-recommend displays, and standalone end caps are perfect for balancing distance and immersive retailing.

Visual merchandising companies can choose from a variety of sensing technology:

Modern visual merchandising solutions are composed of three major components:

Facial analytics

Motion

Mobile

Voice

Proximity

A cloud-based, beginner-friendly, content utility can streamline media content deployment. With IAdea SignApps Express, visual merchandising companies can assign content to specific in-store devices from a centralized location, integrate with sensors to redirect customers when maintenance is required, and quickly create campaigns to keep customers up-to-date with the latest in-store announcements.

Network

OR

USB

SignApps EXPRESS

IAedea Player

Ready
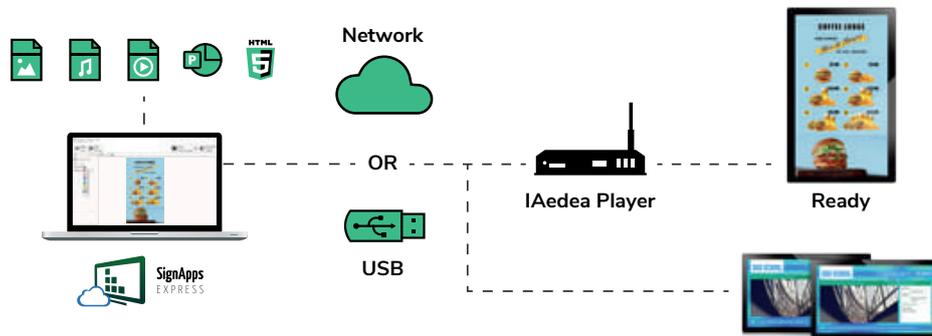
Digital signage has emerged as a mission-critical tool in helping retailers adapt to the pandemic. Spacious stores have transformed into offline showrooms and fulfillment centers where shoppers can add products to cart in the store app as they browse through the facility.

Moreover, the apps are gathering valuable customer data like buyer demographics, product preferences, purchase history, and favored payment choices. Through data analytics, retailers and merchandisers can accurately provide more personalized shopping experiences during future in-store visits.

As stores start to deploy more digital signage and merchandising displays, the ability to monitor and maintain scattered in-service devices becomes a challenge. IAdeaCare remote device management utility enables managers to administer essential device controls from a centralized location, access to real-time device playback screenshots, and manage device licenses to ensure protection.
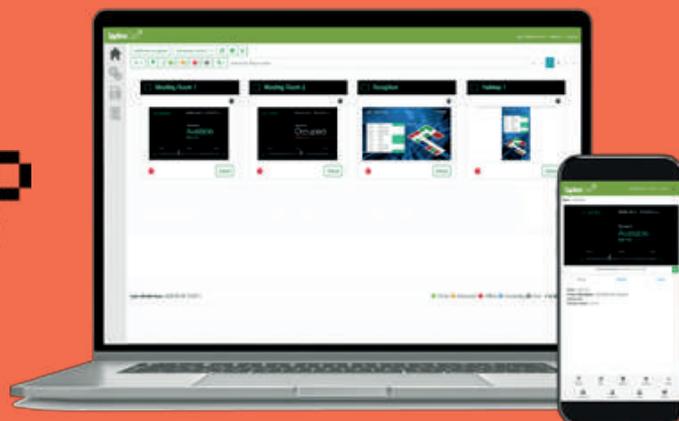
The data from interactive experiences can provide insight into local sales numbers, shopper product and technology preferences, market trends, and space allocation. Merchandising display design, content, and integrated technology can be optimized to drive sales, showcase brand uniqueness, and retain customer interest.

Most Popular Products

Content Effectiveness

Consumer and Market Trends

Merchandise Allocation

IAdea displays and players
solution for visual merchandising

Wide Range of Displays

IAdea product portfolio offers displays from 10", 15", 22", and large kiosk and videos from 40" to 80". Designed with commercial usage in mind, customers can trust IAdea devices to run consistently and reliably for a long time. All IAdea devices are compatible with IAdea remote device management and content management utilities to provide customers with an easy to deploy and scale digital signage solution.

Scalability

Worldwide digital signage deployments can be simplified when customers have the option to manage content and configure devices locally or through the cloud. Whether it is a corner grocery store or a multi-national retail chain, IAdea digital signage solution for retail makes it easy for managers to start creating interactive retail experiences.

Easy & Flexible Deployment

With the IAdea digital signage solution for retail, customers have the option to quickly deploy hundreds of devices with IAdea total solution (which includes IAdeaCare remote management utility and SignApps Express remote content management utility.) IAdea devices are fully compatible with third-party software to offer more flexibility and value to customers.

Choosing from the IAdea product portfolio means customers have a wide variety of choices when it comes to creating unique product displays. Customers can configure IAdea displays, kiosks, and video walls to implement non-touch showcases or integrate with sensors to enable interactivity such as motion, tag reader, pressure sensor, and more.

Merchandising Display Management

Monitor playback
screenshots

Beginner-proof utility

- Receive immediate notification on touched interactive displays to efficiently dispatch cleaning service
- Instantly change to out-of-service screen and disable interactivity until authorized to return-to-play by staff
- Ensure customers and staff can safely shop and attend to job tasks without unintended exposure to pathogens

Bakery /
Salad Bar

Juice

Cheese / Yogurt

Dairy

Meat

Endcaps (Premium Spots)

Backed items
display

Produce Display

Produce /
Flowers

Wine /
Drinks

Deli /
Cafe

Magazines / Candy

Checkout

Pharmacy

Grab-n-Go
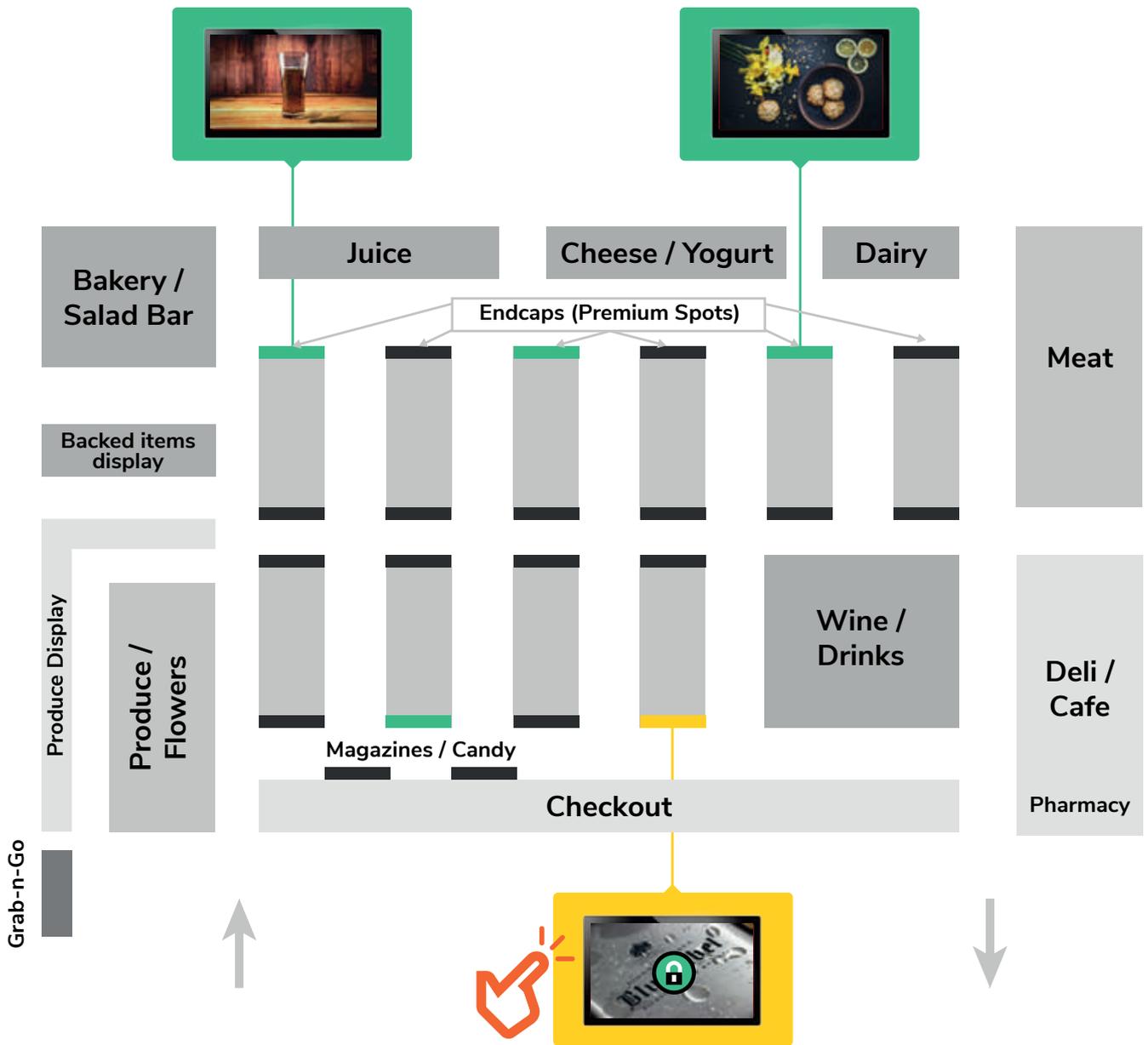
Case Study: Dermalogica

- Centralised digital signage network
- Streamline internal operational processes further to corporate acquisition
- Enhance customer engagement to deliver a better retail experience and increase sales
- Interactive applications to promote flagship products and bestsellers
- Hardware-agnostic solution that supported all display types, regardless of vendor for ROI purposes
- To provide a self-help training facility for Dermalogica staff


Responsive displays

Scratch-proof glass

Web-based content

Multiple sized displays

Interactive Technology:
Lift/Scan-n-learn

22" non-touch smart display

Integrated generic sensors

Lift 1

Lift 2

Lift 3

Single product information

Comparison of 2 products

Comparison of 3 products
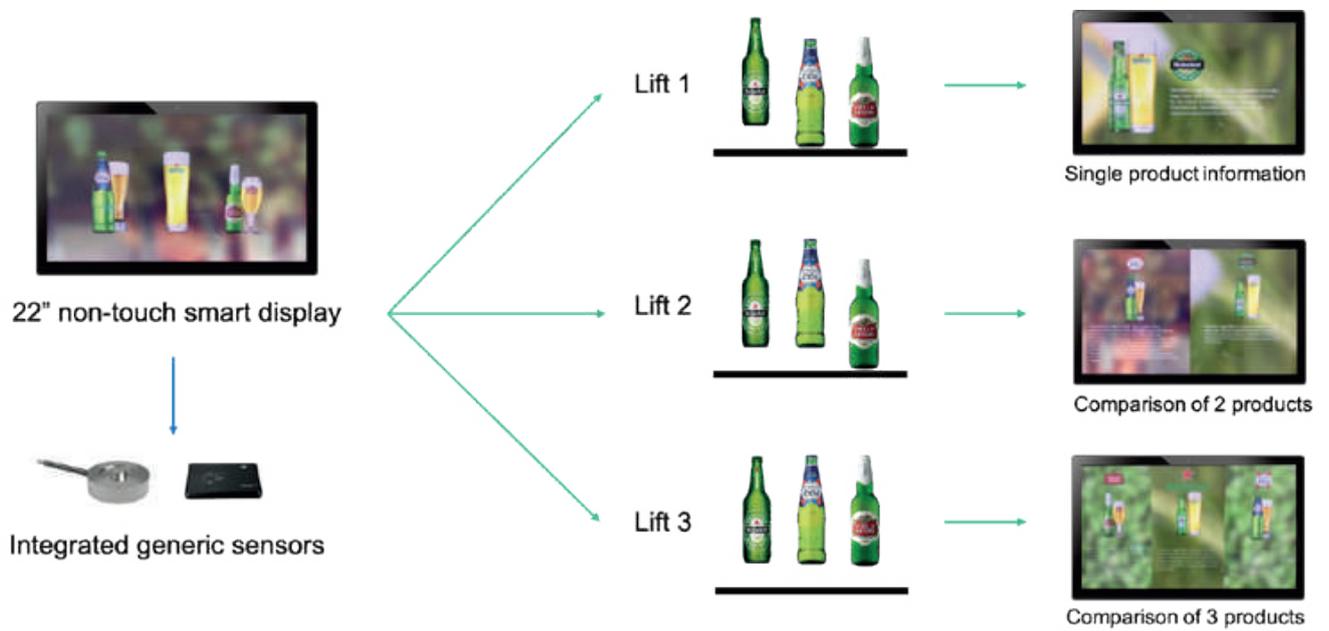
Case Study: Gamestop

- Rollout an international digital signage network utilizing already installed LCD TVs
- Significant infrastructure savings and reduced content update lead times.

Plug & play player

Light-weight installation

Remote content management

High-definition content

Case Study: Models Own

- Retain customer attention with colourful and eye catching video content
- Content rendered and synchronised correctly, with the ability to update or change information at the push of a button
- Flexible model that could be scaled up to meet future requirements

Responsive displays

Scratch-proof glass

Web-based content

Multiple sized displays

SignApps EXPRESS

Remote Content Management

Easily build unique screens with the layout editor, create playlists, and assign media content to local and remote IAdea devices

IAdeaCare

Remote Device Management

Make basic to advanced device setting and security configurations to proactively keep your IAdea devices running smoothly

XMP-7300

Interactive true 4K video walls can engage shoppers with delightful, memorable, and shareable brand advertisements that keeps the brand image fresh in the shoppers' minds
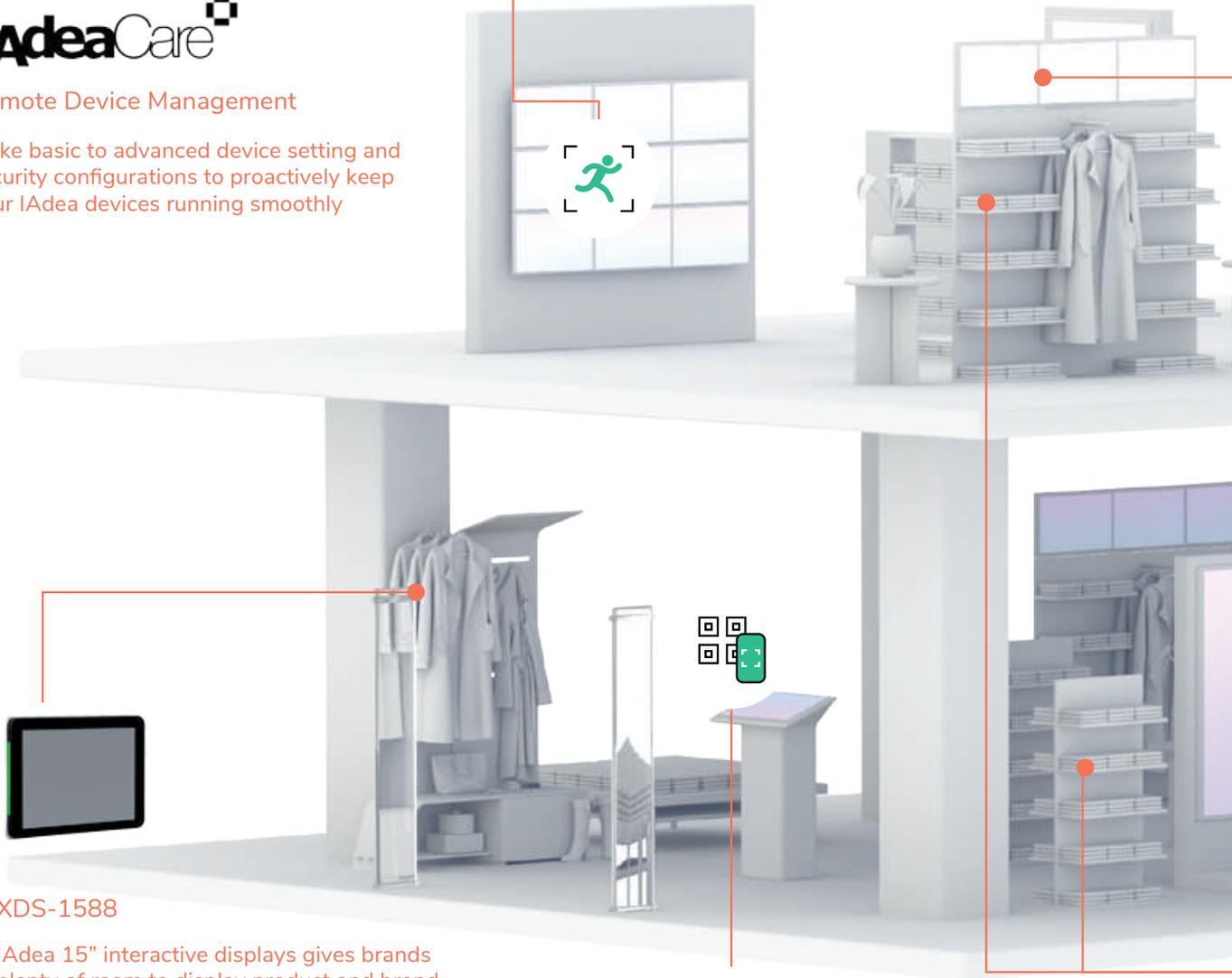
XDS-1588

IAdea 15" interactive displays gives brands plenty of room to display product and brand messages in the same screen with attention-grabbing LED light bars

XDS-2285

IAdea 22" display with powerful computing capability enables retailers to deploy irresistible welcome kiosks

MBR-1100

Palm-sized media player that fits in any nooks and crannies is perfect for standalone kiosks around the store

XDS-1071

IAdea 10" displays can be integrated with sensors to create interactive shelf-side advertisements that can be visually enhanced with LED light bars and stylish mounting options

XMP-6400

Smart shelves play more than just videos and images. By integrating the shelves with sensors, retailers can initiate personalized advertising and offer product recommendations

XWS-2385

IAdea 23" shelf-edge smart displays helps brands leave lasting impressions on the shoppers as they explore through the store aisles

XMP-7300

Experiential retails is all about shopper-to-product immersion. Keep the shoppers coming back for more with personalized inter-active product experience centers
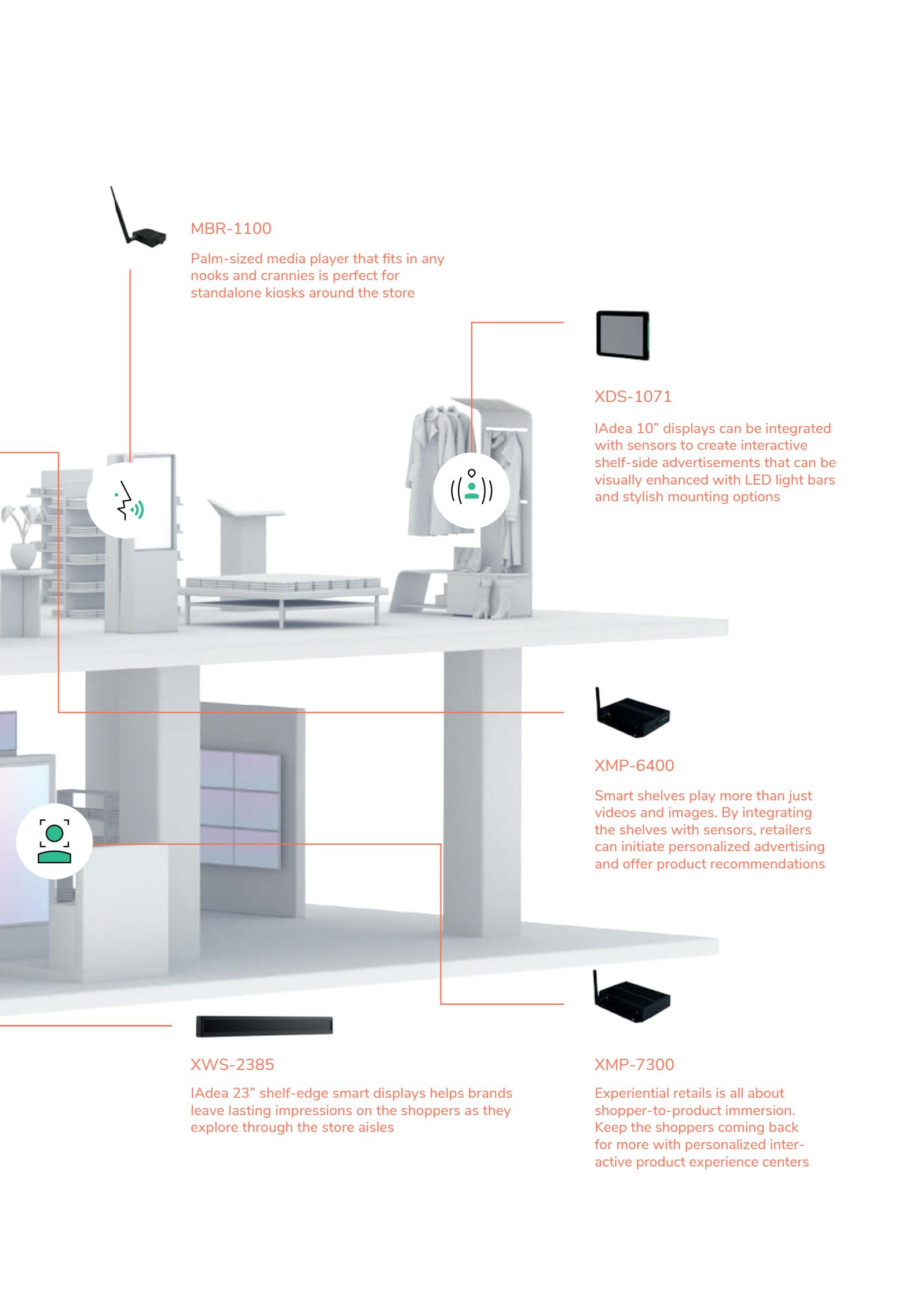
IAdea digital signage product portfolio
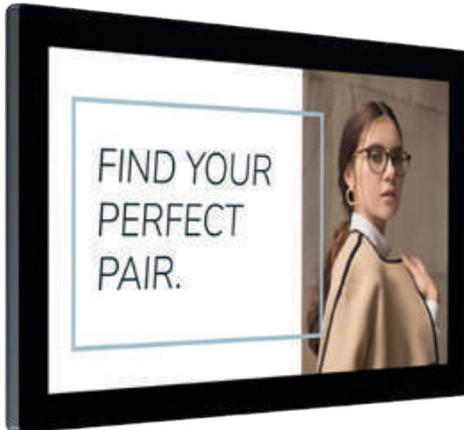
XDS-2285

22" smart display (interactive / non-touch)

Part of IAdea Smart Workplace series which incorporates a robust design and commercial functionality into a value-pack interactive digital signage solution.

XWS-2385

23" self-edge smart stretched display
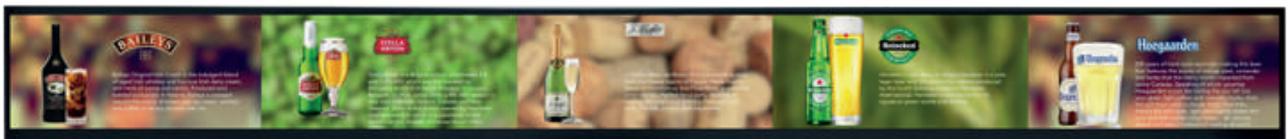
FHD palm size, economical compact player	Robust FHD transportation signage player	FHD Dual output with HDMI input & PiP signage player	True 4K signage player

MBR-1100

XMP-6250

XMP-6400

XMP-7300

Remote content managment utility	Remote device management tool

SignApps Express
(local / remote)

IAdeaCare
(local / remote)

Contact US

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