

SIGNAGELIVE DIGITAL SIGNAGE FOR RETAIL

Retailers need to be ahead of the game as they are currently facing many challenges from online and discount retailers. Signagelive can show you how digital signage has a major role to play to meet your current and future objectives and increase commercial results.

Retail has for some time been competing with e-commerce. We have all seen the same brand creating a different experience online to their 'bricks and mortar' establishments. It is now more important than ever that retailers focus on creating 'experiences' for those better-informed shoppers.

HOW CAN DIGITAL SIGNAGE BE USED?

Digital signage can help to provide an effective digital retail strategy. Retailers are investing in omnichannel initiatives to increase sales, improve their market share and increase customer loyalty.

Signagelive's cloud-based platform can be used throughout a retailers business from in-window digital signage, within the store with solutions such as. lift and learn, mobile interactivity, product education, and promotion at the till point.

In addition, digital signage is a great way to keep employees educated, engaged and informed, and can be achieved through adding digital signage displays to your staff break room or canteen.

We're also seeing a growing number of retailers either adding or looking to add **anonymous audience analytics** to answer questions such as; who is passing a store? who entered? and what media content did they pay the most attention to? This provides viewer data that can be analysed against the proof of play (media logs) and proof of display (device status data) that we collect and report within our platform.



“A great software solution, with good support and people who want to get the best out of it.”

Lee H
Senior Retail Technical Specialist



Iceland modernise their stores with Signagelive powered digital signage

“The commercial results delivered from the Iceland Foods refurbishment programme incorporating Signagelive has demonstrated that digital signage has a major role to play in the future success of high-street retailers facing the challenge from online and discount retailers.”



Champs Sports installation at Times Square, New York powered by Signagelive

“Signagelive has proven to be a great choice for our legacy projects and new designs moving forward. We are happy to partner with them as they are more knowledgeable and responsive than any other company we have done business with in our (12) year history.”



Notcutts use Signagelive digital signage to promote to customers

“Working with customers like Notcutts really shows how digital signage has crossed borders in terms of suitability for use as well as of course return on the customer experience. What started off as an original idea for QSR menu boards grew into new possibilities of adding value to the customer journey, through wayfinding, POS integration etc. It is down to knowledgeable partners whom we work with which this would be possible to achieve.”