

CASE STUDY – Influens

Client

Vidolytics is a US technology and services company that is in the Digital Out of Home (DOOH) space.

Challenge

Our client wanted to take advantage of the full spectrum of DOOH technology with the ability to place and manage content. In addition, it wanted the ability to quantify key metrics required in the DOOH market.

Solution

Intellicom delivered a fully customised solution to our client called *Influens*. The solution’s motto is to “**provide the right message to the right audience at the right time.**” Our solution has the following components:

- **Digital Displays** – We helped the client identify and source display hardware from China.
- **“In Cast” Content Management System** – We developed a Content Management and Presentation System for both the server and the client side. In Cast CMS allows casting with real-time control over location and time-based content. In Cast provides demographically targeted content and call-to-action advertising. It helps in “narrowcasting,” which enables the client to apply its branded digital communication strategy across venues.
- **Location Analytics** - This application uses Wi-Fi on smart devices to track the physical location of smartphones. Location Analytics

location of smartphones. Location Analytics adds value in the areas of design, marketing, operations, and strategy. It explains the dynamics of when and how customers move through different areas of a venue. This information is used to design a venue so that it optimises customer movement and sales. It analyses whether offers, coupons, discounts and other marketing spends lead to increased footfall, higher dwell times or more repeat customers.

- **Guest Wi-Fi** - Customers can interact digitally with the client using Guest Wi-Fi. Clients collect critical information such as gender, age, demographic details, internet usage and visit

frequency. Guest Wi-Fi also helps in marketing the business through trigger based and targeted emails, and SMS campaigns.

- **Dashboard** – The dashboard is a customisable portal that combines and presents all collected insight in a user-friendly format. The client can drill down into clickable charts, do a deep dive into customer behaviour, launch marketing campaigns, and get the status of their digital assets worldwide.
- **Command Center** – We run a 24 X 7 support desk that provides installation and on-going technical support to all our client’s *Influens* installations worldwide.

Impact

Our analytics team was employed to test lift in locations where Influens was applied versus locations where it was not. The study took data across 6 months and found that in Vending Market locations, the lift ranged from 25% to 140% for different categories of brands that advertised on Vidolytics network.

Influens offers Vidolytics the means to influence, measure, understand, and strategize through their content. Customers are influenced when they are exposed to content displays. Using Location Analytics, the venue owner or advertiser can measure Impressions, Engagements, Dwell Time and Conversions. Guest Wi-Fi helps the client understand their customer better. Using this insight, the client can strategize on which targeted ads will lead to the highest conversion. This virtuous influencing and re-influencing cycle makes companies more competitive in this digital age.

Influens can be used in any venue with regular customer visits such as retail stores, grocery stores, medical facilities, restaurants and bars. Currently, the platform has more than 250 installations in vending machines, grocery stores and casinos.