



onesait
retail



spaces

Taking the customer experience
in the physical space
to another level

minsait

An Indra company

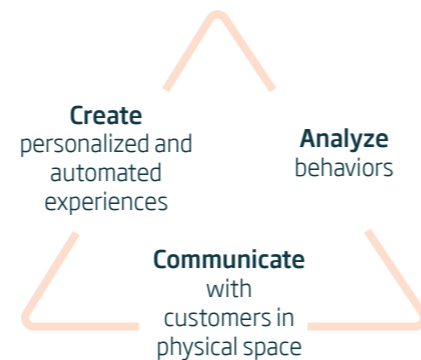
Precision marketing and analytics

Maximize the potential of your physical spaces, offer the consumer unique and immersive experiences and achieve greater brand visibility

The gap between the physical spaces and the online world

Our solution allows you to digitize the point of sale or communication space, generating the same type of metrics available in the online world.

All this through the analysis of data collected by sensors and optimizing communication with the audience through digital signage, thanks to better customer knowledge and our artificial intelligence engine.



Our solution OnesaitRetail Spaces

COMMUNICATE WITH CUSTOMERS

Digital signage

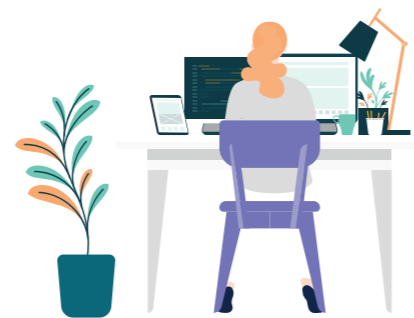
Digital screens that help you communicate with your customers, analyze them and develop automated and personalized experiences, with a single purpose: to increase sales and improve the user experience.

- Improve the return on your investment with an extensive digital signage network.
- Increase the visibility of your brand.
- Improve the impact of your content by making it attractive and multi-format.
- Apply personalized campaigns by integrating analysis tools.
- Centralize multichannel management in the cloud.
- Use a native and secure operating system.

Dynamic signage

Dynamic Signage adapts the content of digital signage to the demographic profile (age range and gender) of the audience and/or weather conditions.

- Offer the product or service to the target audience in the right place and at the right time.
- Optimize the use of audience demographics.
- Reduce costs by applying more focused campaigns.



Programmatic advertisement

Our solution has its own tool to manage programmatic advertising campaigns by impacts and we are also integrated with third-party systems.

Thanks to the combination of our powerful content manager and the richness of the data extracted by audience analytics, we can obtain detailed advertising reports on the engagement that each campaign has had at the level of demographic profile, average viewing time and daily slots.

Give up a part of your grid to programmatic advertising and generate a new source of income.

MEASURE TRAFFIC

People counter and Zone performance

Know the behavior of visitors and how their path is distributed in the different areas of your physical space. This solution provides companies with valuable information about how many people pass through an area, how many people stay there, and for how long. Maximize the operations, layout and design of your physical space.

- Channel your clients more effectively in physical space.
- Understand the customer journey, how customers buy, how they interact with products, services and sales, and how to improve their engagement.
- Reduce waiting time in offices to provide better service to your customers and improve their satisfaction.

INCREASE THE ENGAGEMENT

Audience analytics

Audience Analytics allows you to obtain, always anonymously and respecting privacy, demographic information of the viewers of the content shown on the digital signage and to know their engagement. This tool also allows you to segment potential clients and impact them with better focused and therefore more effective campaigns.

- Access audience demographic data: gender and age range.
- Obtain data on their engagement: number of views and attention span.
- Segment and impact potential customers with more specific and effective campaigns.
- Measure the performance of your campaigns based on effective views.



Benefits

With the Onesait Retail Spaces solution, achieve an increase in promotional sales, value the data generated in your physical space, improve the customer experience while optimizing the operational and promotional processes of your space.

(+) **20-30%** promotional sales increase

(+) **10-15%** improvement customer satisfaction

customer data collection demographic, behavior in POS, fidelity...

process efficiency sustainability, self-management

new avenues of incomes programmatic advertising, manufacturer negotiation...

Mark Making the way forward

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