



CLIENT:

Retail Financial Services Provider

CHALLENGE

Our client, a retail financial services provider, wanted to capitalize and monetize on the foot traffic at each one of its 80+ locations with a fully automated in-store Display Ad platform.

The combined hardware/software solution had to be easy to deploy, setup, configure and upgrade. It demanded support for rich media including HD video and enhanced reporting for performance measurement.

SOLUTION

Digital Wavefront conceptualized, designed and developed an in-store Ad platform featuring rich-media playback and support for HD video. A sophisticated backend was built to manage locations, configure them, customize media and for tracking and reporting on media performance, down to the specific asset, the time and location it was displayed. Backend data feeds would then transfer this playback information back to the host server at pre-configured intervals.

The Media Configurator enabled changes to location specific media in real-time. The hyper-local display platform also featured support for targeted Ads and provided local updates on weather, news and sports through RSS feeds.

At the field level, a technician was able to easily setup, deploy and configure these displays in less than 30 minutes. The ecosystem supported up to 4 displays at each location through specially acquired hardware.

RESULTS

Retail Display Ad Platform

Digital Wavefront developed an in-store display Ad platform to enable, manage and support content distribution across the 80+ locations.

Media Configurator

A secure virtual console enabled control and configuration of each location, media, playback intervals and transitions.

Performance Analyzer

Outbound XML feeds allowed the in-store Ad platform to supply media tracking information to the host server. The visual Performance Analyzer enabled measurement of media and performance metrics.

PERFORMANCE-FOCUSED TECHNOLOGY SOLUTIONS FOR DIGITAL MARKETING INITIATIVES