

Attract, adapt, and improve with digital signage

How can I make my storefront stand out to my best customers?

How can I show off my product range, without cluttering the shop floor?

How can I keep customers in-store for longer and encourage cross-sell?



Capture their interest across the store

What can Spotsign do for you?

Stay agile

- **Adapt content** and group devices according to location, language, type of screen and more
- **Cut down on time and money** spent printing, adjusting and changing displays
- **Synchronise content** between different digital screens, and even between different device types (e.g. music players and lighting systems)

Drive conversions

- **Capture your customers' interest** by increasing product visibility and range
- **Enhance cross-selling and up-selling** with targeted content
- **Inspire customers** with relevant recommendations that increase time spent in store

Simplify management

- **Manage and monitor all devices** through one complete, secure end-to-end solution
- **Instantly integrate** with your pre-existing hardware (subject to approval), and most audio-visual content formats, to get up and running faster. Available for Windows, Android, and LG Web/OS
- **Integrate with other Telefónica services** like Instore Insights, so you can grow your customer data pool
- **Simplify processes and reduce costs** by cutting down the use of traditional media and making it easier to update content

Store Front

At the door

Adapt your signage according to customer demographics, footfall trends and more



In Store

In the back office



Adapt content to boost conversion rates



Manage content programming, distribution, segmentation, and synchronisation

QUESTIONS 10 OF 12

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Put your business on the big screen

Get in touch with a member of our Retail team, to kick off a conversation about using Spotsign in your store.

Email dom.oconnor@businesso2.co.uk or call 0800 955 5590

