

CAPTIV.

Digital Merchandising

Digital merchandising enables advertisers and retailers to influence consumers at the point of purchase, with targeted dynamic messaging.



**YOUR BRAND 'LIVE' AT
POINT OF PURCHASE NOW!**

CAPTIV.

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Why digital merchandising?

- **Tailor messages to your audience**
(by hour, by demographics, by geography or by whatever segmentation you require)
- **Increase store revenues**
(if the content on screen is right for your audience, enjoy significant revenue increases)
- **Increase communication control**
(dictate what consumers see and when they see it –you control what consumers experience at point of purchase)
- **Training, corporate announcements**
(use your digital merchandising network to communicate with a variety of stakeholders – staff, suppliers etc.)
- **Enhance customers experience**
(increase dwell time by providing compelling and useful on screen content)
- **Maximise your Return on investment**
(by reducing existing merchandising costs, introducing new revenue streams and stimulating sales)

“In store TV is proven to increase incremental products sales and awareness. The potential uplift in sales of advertised products has been measured in the range of 1.5% to 77%”
(ITM Group discussion paper 2004, referring to the UK market)



“75% of purchase decisions are made at the point of sale”
(Point of Purchase Association International, 2003)

“Average recall for TV advertising at home - 24%. Average recall for advertising on an in-store network - 57%”
(AC Nielsen study of Wal Mart in store network, 2004)

CAPTIV. offers

CAPTIV. Offers a full service digital merchandising solution. We welcome the opportunity to plan and design all necessary network and store layout requirements; design and develop interactive components for self-service sales or information delivery, create and manage appropriate dynamic content; deliver that content to relevant screens regardless of location or time of day, and provide useful reporting and analysis to promote continual improvements.

Plan the network required



Create content



Regular analysis



Deliver messages
via network



CONTACT US

We're ready when you are!

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