



Interactive DISPLAY SYSTEMS

POWERED BY | vya

CREATE COMPELLING DIGITAL EXPERIENCES IN RETAIL

Revolutionize your retail environment with interactive display systems powered by Vya. Learn how to maximize the potential of your in-store displays to localize your brand experience, connecting customers with relevant content wherever they are.



VIDEO AT RETAIL HAS BEEN PROVEN
TO CREATE AN INCREASE IN SALES
VOLUME BY

31.8%*

* Digital Signage Today Retail 101 white paper, 2016

INTERACTIVE DISPLAYS POWERED BY VYA TRANSFORM YOUR RETAIL EXPERIENCE TO TURN BROWSERS INTO BUYERS

What if you could immerse customers in your brand from the moment they walk into your location, answering all their questions, giving them the information they need and showing your offerings in a dynamic, interactive way? Customers walk into your location ready to take the next step – what are you doing to help them?

Interactive display systems powered by Vya give you the chance to connect with your customers, reinforcing your digital presence and captivating them with meaningful content. Vya makes it easy for you to do this in just a few clicks.

BRING DIGITAL IN STORE

Bring the convenience of online shopping to brick-and-mortar locations. It takes just a few clicks to give customers an “endless aisle” of inventory, reviews and videos of your products to entice shoppers at the point of decision.

LOCALIZED, CUSTOMIZED CONTENT

You are one company with many locations. Interactive display systems help you maintain your brand image while personalizing messages in real time. You can empower your team to develop and display the content that’s relevant to their audience while maintaining a consistent brand image.

You’ll be able to grow sales by showing customers the products they want, exactly when they need them. You can push any type of content to any display or all displays instantly — pinpointing exactly where messages appear.

vya

Simplified Marketing Systems

KEY BENEFITS:

- Brings interactive digital content into physical locations
- Integrates with the Vya MRM system
- Allows real-time localized, personalized content on displays
- Intuitive point-and-click interface
- Ensures brand consistency and compliance with easy approval process



Simplified Marketing Systems

The displays are integrated with your Vya marketing resource management (MRM) system, so you can re-use your marketing assets in new channels, extending the reach of these items and helping you build a consistent brand.

TWO-WAY COMMUNICATION

What if you could connect with every customer who walks in the door, without hiring more sales associates? Interactive display systems open up new ways for you to talk to your customers. Customers can use the displays to answer product questions, join loyalty or membership programs and receive instant rewards. They can look at detailed product demonstration videos, specifications, complementary products and more. The displays capture customer interactions, allowing you to immediately measure their effectiveness and make adjustments on the fly.

SIMPLE TO USE

Vya makes it easy to configure and use interactive displays with a simple, web-based point-and-click interface that pushes content live in seconds. You can house all brand materials in one place, and customize them to attract local audiences. Assets are stored in a web-based portal, so marketers can make updates from any device.

DISPLAYS WITH A DIFFERENCE

Interactive display systems powered by Vya make it easy to personalize your in-store marketing. Vya believes technology is at its best when it enhances your work, and our system is designed to simplify complex, personalized marketing programs in a meaningful way.

HOW CAN WE HELP YOU?

Contact us today to learn more about our solutions and experience in delivering simplified marketing precisely where it needs to be. Our dedicated teams are standing by to help solve your most common and challenging marketing operations issues. Call us at **800-426-7921** or email us at **sales@vya.com**.