

Digital Signage in Supermarkets



Increase Sales

UCView allows for you to bring in current deals and on-going promotions to the customers' attention. Targeted advertisements also increase impulse buying and improve sales of high-margin products. Point the customers to the product's location to further increase the likelihood of a sale.

Generate Additional Revenue

In-store exposure leads to significant boosts in sales and solidifies a brand's presence. National brands may seek to supplement their existing ad campaigns. Local brands may be interested in promoting their products, services or sponsorships. Supermarkets are one of the best-suited networks to narrowcast messages to a local audience, which makes them extremely valuable venues for advertising.

Build Customer Loyalty

UCView can help improve the shopping experience in your store. Digital screens can offer much to make shoppers' experience more pleasant and memorable. Minimize perceived wait time in checkout lines with engaging content. Introduce shoppers to new recipes and values. Allow customers to locate desired foods and services quickly with a quick look-up tool. Run text-to-screen content to engage your shoppers with your brand and/or location.

Entertainment

In addition to advertising grocery store products, you can include information such as local news, weather, and traffic reports for your shopper's convenience. Entertain customers who are waiting in the queue to checkout by allowing for them to view live TV and other entertaining content to help pass the time.

Reduce Costs

You can reduce costs, by avoiding print material for in-store signage. Digital signage campaigns are also much more readily-available. They can be created and deployed in just minutes, a stark contrast to the days-long wait for print material to be designed, created and delivered.



Product Demonstrations

There are many product demonstrations that take place within digital signage. Product demonstrations can take place over digital signage, displaying a variety of tasks for a wide audience.

Touch-Screen Kiosks

Directories to aisles and recipes can be placed on touch screen kiosks. You can have customers view recipes and other content for customers interested in browsing through recipes to learn what to make for dinner, etc. You may be able to view different recipes, where the ingredients are located, etc. The touch screen kiosk is ideal for customers of all ages to use.