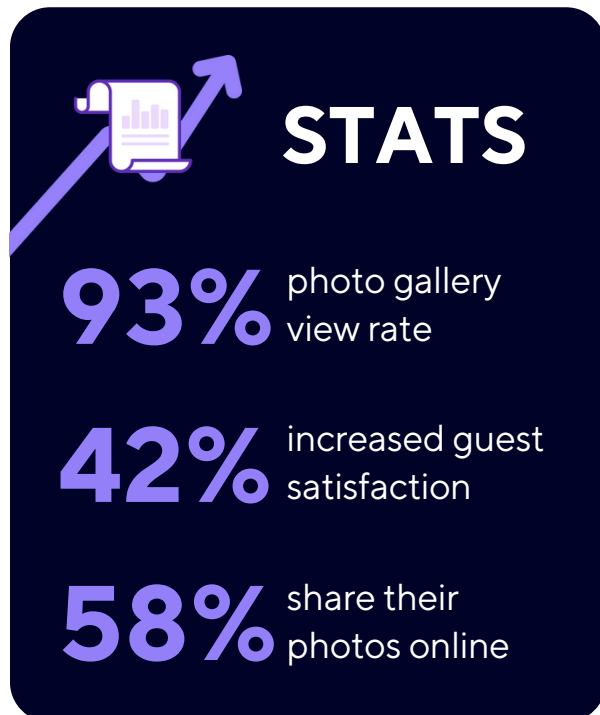




HOW SMILER TRANSFORMS EVENTS & EXPERIENCES



"The Heineken Experience recently partnered (for the 4th time) with Smiler for event photography, and we're thrilled with the results... Our guests were extremely happy with the photos they've received! We highly recommend Smiler for any photography needs; their dedication and quality are unmatched."

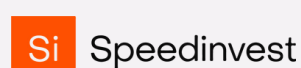
Natasha | Heineken Experience



Smiler **enhances guest engagement** and **amplifies brand visibility** at events by delivering high-quality photos of attendees straight to their phones. Our AI-powered photo delivery tech creates personalized digital galleries, delivering each guest their own event photos. Seamlessly integrated into existing event operations, this experience drives social media sharing and maximizes brand exposure.

Smiler partners with event organizers and experiential marketing agencies to enable their established team of photographers with state-of-the-art, AI facial recognition technology that's **tailored to each unique event**.

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Business Impact

Smiler's photo delivery technology consistently delivers strong results across events.

At **Arival**, our tech enabled instant delivery of **219 Arival-branded photo galleries**, achieving a **94% view rate**. With a focus on increasing engagement & visibility on social media, we've introduced a **customizable pop-up** within the gallery, encouraging viewers to share their favorite photos to Instagram using the event's official hashtag.

At **Superbloom** at the **Tower of London**, our technology drove outstanding visitor engagement. With nearly **24,000 personalized photo galleries** delivered, the photography experience generated close to **£58,000** in total revenue at a **21% conversion rate**. Proving the power of our personalized photo galleries to turn interest into action.

The **Heineken Experience** also saw remarkable outcomes and visitor enthusiasm, averaging **396 guest photoshoots per day with a 93% view rate**.

These results highlight how Smiler's approach taps into visitors' desire for meaningful, high-quality keepsakes from their experience.



Guest Experience Impact

Our surveys reveal that guests **love sharing their photo galleries with friends and family**. On average, each gallery is shared with **six additional people**, meaning the event's brand, links, and photos don't just reach the original viewer - they extend to a network six times larger.

Hundreds of guests left reviews featuring their photos, and more than half shared their photos on social media, allowing events to leverage Smiler's high-quality tech to **boost their marketing efforts**.



"We were looking for a photography solution that wouldn't add extra hassle. Smiler was a no-brainer: set up and implementation was super fast and without any extra costs. The relationship has been great so far and our visitors love it."

Dan Wolfe | **Tower of London**



Click [here](#) to book a call with one of our team members!