OPTIMIZING VENDING SALES WITH AUDIENCE ANALYTICS

HOW INNOVATIVE FOTO USED QUIVIDI'S AUDIENCE & ATTENTION ANALYTICS TO INCREASE SALES

Quividi

BACKGROUND

Innovative Foto is the largest manufacturer, operator and distributor of digital imaging photo booths in the United States with 2,400 booths operating nationwide.

Its fleet, installed in malls, retail stores, movie theaters, and hundreds of other consumer destinations, yields tens of millions of customer interactions annually, and is seen by millions of passersby each month.

Innovative Foto's booths feature a 43 (37"Tall x 21"Wide) inch screen on the outside of the unit, showing messages to entice consumers to engage and interact with the machines.

In 2017, Innovative Foto started collaborating with Quividi to measure and classify the audiences around their units and hopefully better convert them into sales of photo strips.

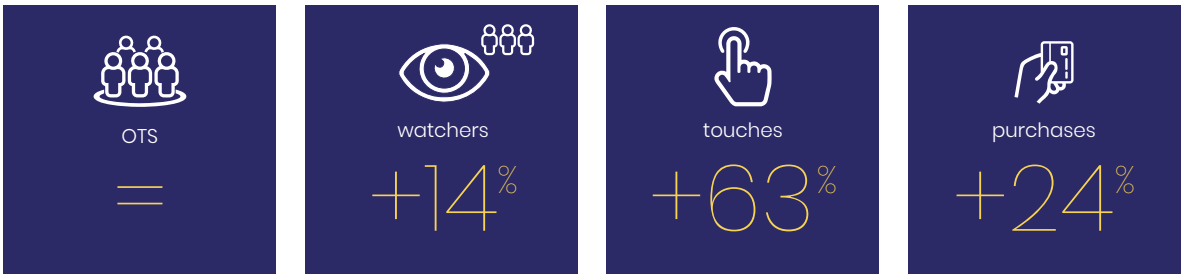


FROM AUDIENCE ANALYTICS TO OPTIMIZED CONTENT AND INCREASED PURCHASES

Innovative Foto wanted to understand the audience traffic at a selection of locations to confirm the messaging was enticing and resonating with the audience. To prove this they performed a test to see if they could increase the **attraction rate**, (amount of time people spend looking at the booth's screen), **photo booth interactions** (amount of times people interacted and touched the photo booth) and most importantly **purchases** (amount of times a person purchased a photo strip from the booth).

Innovative Foto ran a two-week test where they analyzed the audience around the booth and then compared it to the purchasing and interactions times within the booth. With the audience data from week one, Innovative Foto had the goal during week two, to optimize the creative content played on the screen to better target the audience that was around the booth. This would be measured by tracking the changes to the attraction rate and measuring any impact on purchases.

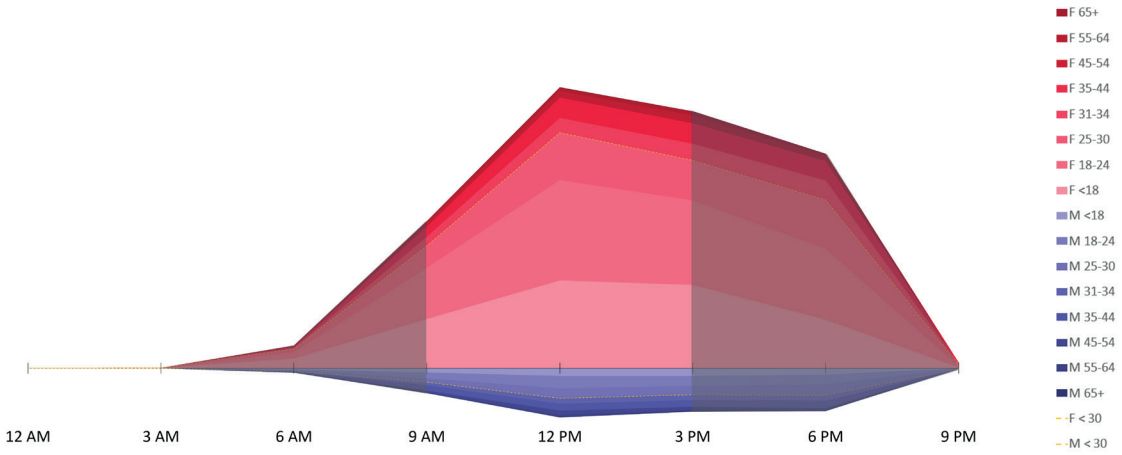
The results were conclusive. Between the two time periods, there was a 7% increase of people around the booth (OTS). After adjusting for the 7% increase in OTS, Innovative Foto ultimately saw a 14% increase in the number of people who stared at the booth, a 63% increase in the number of people who touched the booth, and a 24% increase in the sale of photo strips.



THE PROCESS

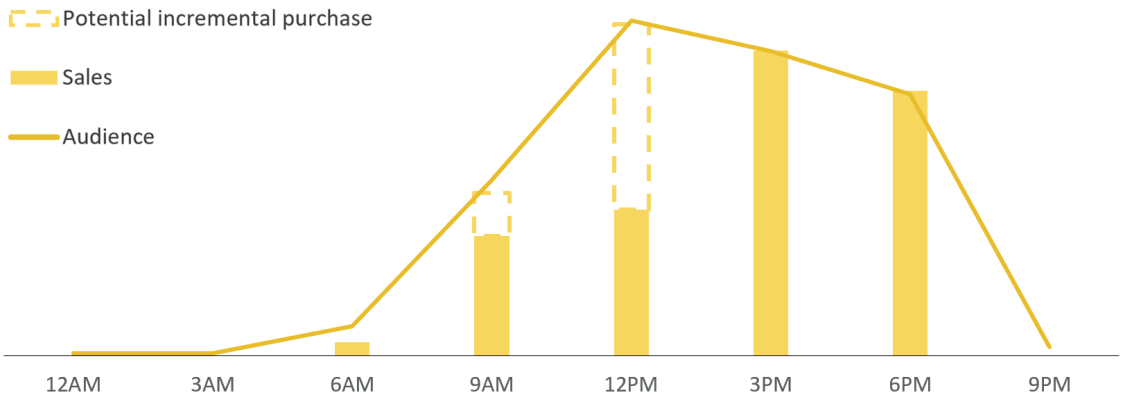
During Week 1, Innovative Foto wanted to understand what audiences were present around the booth, on any given day. The booth's screen were playing Innovative Foto's regular creative content.

WEEK ONE – AUDIENCE TRAFFIC BY HOUR ACROSS WEEK



Innovative Foto then compared the audience around the booth with purchases, which showed that traffic amongst people under 30 peaked and grew from 10 AM to 3 PM, but purchases occurred mostly later in the day when less people were around.

WEEK ONE – PURCHASES X TOTAL TARGET AUDIENCE BY HOUR ACROSS WEEK



For Innovative Foto, anything that could increase interaction and purchases from this target audience earlier in the day represented potential incremental revenue.

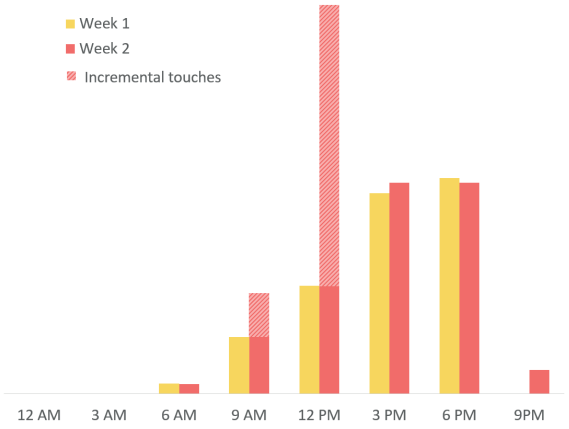
During Week 2, Innovative Foto optimized the creative content played on the screen, in the hopes it would better resonate with the audience and drive attention time up among the target audience, those under 30 who were not making purchases

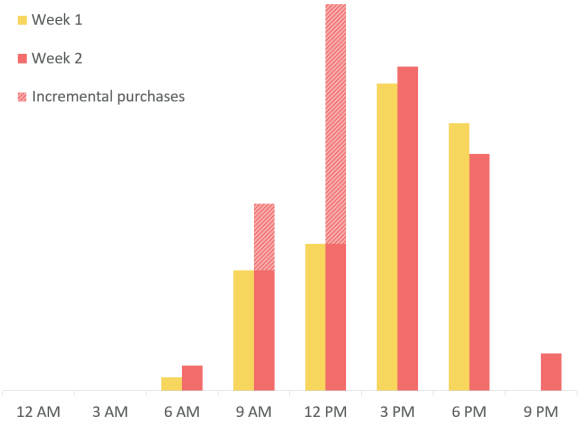
Quividi was able to measure that the improved content better engaged the target audience. Both attention time and dwell time among the desired audience had increased by 5% and 10% respectively, between 9 AM and 3 PM.

IMPROVEMENT FROM **WEEK 1** TO **WEEK 2** BETWEEN 9 AM AND 3 PM



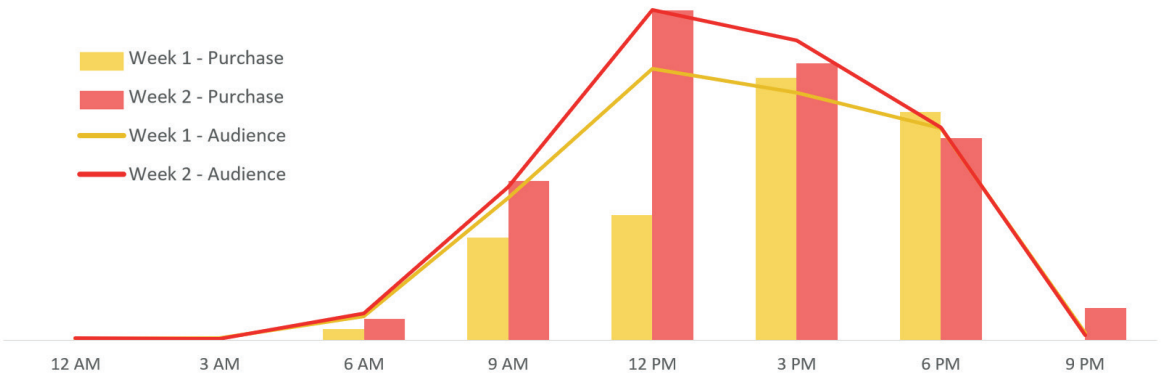
Further, the increased attention drove increased interaction with the booth which converted into additional purchases:



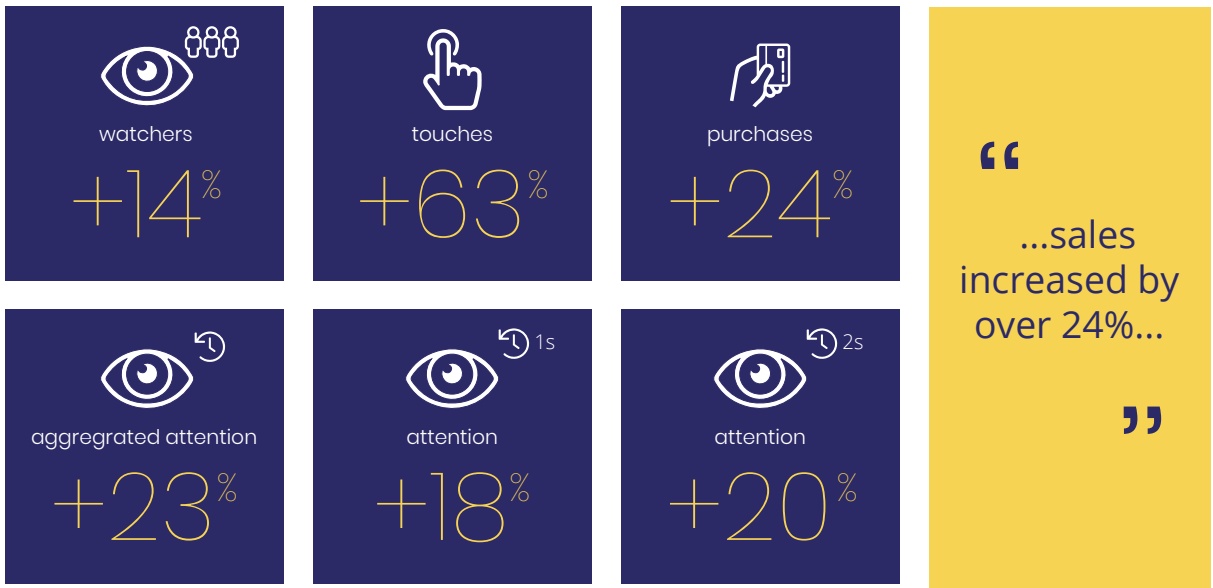


These extra sales were mostly due to the increase in purchases generated by the 9 AM to 3 PM target audience, proving that the new content managed to create the necessary extra impulse to convert them into purchasers.

WEEK TWO VS. WEEK 1 – PURCHASES X TOTAL TARGET AUDIENCE BY HOUR ACROSS WEEK



Innovative Foto's **optimized content strategy** showed impressive results across the board. The number of watchers increased by 14%, the number of people looking at the booth more than 1 second and more than 2 seconds increased by 18% and 20% respectively, confirming that the creative was more engaging and more importantly the number of interactions grew by 63% and the purchases by 24%.



WHAT'S NEXT ?

Innovative Foto now intends to scale Quividi's real-time analytics and insights solution across thousands of locations and optimize messaging for millions of potential customers each day.

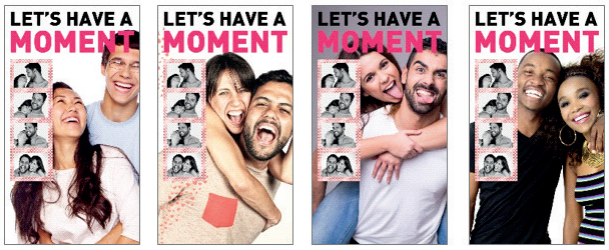
They already have started triggering creative based on the real-time audience present in front of the booth. A series of creatives are dynamically played as soon as key target demographics – Millennials, GenZ, Moms&Kids – pass in front of the units.

A second initiative will use Quividi's AI (Campaign Genius) and AB testing capabilities to measure how does color or character, impact creative effectiveness on key audience targets and dynamically optimize the content to improve it in real-time.

Messaging Test



Models Test



Sample Size Test



NEXT STEPS/FURTHER LEARNINGS:

- Each location will have a unique audience profile and potentially underutilized sales periods comparable to foot traffic.
- Understand what other content can drive attention time
- How does color of message or tag line impact creative
- Make real time adjustments to creative based on the real time audience present
- Scale across thousands of locations and millions of potential customers each day