



#StartDoingItRight

So you're thinking of pursuing a customer experience that revolves around in-store technology. That's fantastic, as it's the next logical step toward the future of retail. But now the question becomes: What do you need to do to successfully deploy in-store technology and provide relevant, contextual, and personalized in-store experiences?

We have found from helping customers deploy tens of thousands of devices that each project involves ten basic elements. Consider the following retail deployment playbook for what you'll need to #StartDoingItRight.

SET THE RIGHT ENVIRONMENT WITH A DIGITAL CANVAS (SECTIONS 1 - 4)

In order create relevant, contextualized, and personalized experiences, you're going to have a lot of different content. You'll need to have the ability to change content dynamically, based on who is walking past your device at any given moment. This device will need to be able to switch between pieces of content and other display elements extremely quickly.

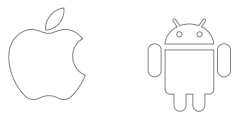


1 HARDWARE

You'll need a way to display your content, so it's pretty obvious you'll need hardware. Tablets have become a cost effective way to present interactive experiences in-store. Based on your needs and space limitations, they can be as small as an iPad mini™ or as big as a 42" commercial display tablet.

While iPad® and Android™ tablets are great for personal use, commercial grade devices, such as Elo and Outform displays, are specifically tailored for public display and are ruggedized to handle the use and abuse of millions of touches.

- What will your devices be used for, digital displays, interactive kiosks, endless aisle, or for another purpose?
- Which devices are better suited to your in-store needs, consumer or commercial grade?
- How will you display your devices, free standing tablet enclosures or mounted enclosures?



2 INTERNET CONNECTIVITY AND NETWORKING

How are you going to connect your devices to control and share content and then quickly analyze device use? You'll need to make sure you have a resilient connection with backups and redundancies, such as cellular connectivity, in play to make sure you don't have any loss of connection.

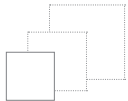
- How are you going to connect and network your devices, hardwired with ethernet or connect them via WiFi?
- If connected with WiFi, do you have a network set up specifically for your devices?
- What backups and redundancies will you have in place should there be a loss of connection?



3 SCALED DEPLOYMENT

Once you've decided on the physical display and connection of your digital canvases, consider what you'll need to deploy them at scale. You'll need to provision them with the right apps and the right content and you will need to make sure they stay current and working. Not only that, you'll also need a system in place to both maintain the devices and measure activity, without ever having to physically touch a single device.

- How many devices are you going to deploy, hundreds, thousands, or even tens of thousands?
- Are you going to use iOS or Android devices?
- How are you going to handle uploading and configuring software on your devices?
- Who is going to do the work of physically placing all of your devices in-store?



4 SECURE DEVICES

Now that you have your devices and you've deployed them, you'll have to secure them. Everyone has heard stories of the wrong person having access to set what public facing displays deliver, right? That has the potential to be super embarrassing. Securing your devices is less about protecting customer data and more about protecting what goes on your devices. It's not that you don't trust your customers - you just don't want them in charge of what everyone who passes that device sees.

- What security measures do you need, above your device's native security measures?
- Will you be able to lockdown devices or lock users out of certain apps?
- Can you initiate security measures remotely, or will you have to touch each device individually?





**CREATE THE RIGHT
CONTENT TO DISPLAY**
(SECTIONS 5 - 8)

To get the most out of your digital canvases, you're going to need something to put on them. But don't just assume you're going to put your website in your store. You need content that is specifically tailored to the in-store experience.

5 SEGMENT YOUR AUDIENCE

Whatever you're already doing to segment your audiences, you need to make sure it translates to an in-store environment. In order to create the most effective experience, you'll need to segment your audience by environment. You'll need to consider what content will be used to map the customer journey, and build that content for the correct segment.

- Are your devices set up in locations that promote audience segmentation?
- Who are you targeting - men, women, or a particular age group?
- Will your content be displayed in particular locations in your store?



6 MAP THAT JOURNEY TO THE IN-STORE EXPERIENCE

Just putting your website on an in-store display isn't always helpful. The content is really more effective if it is built for the in-store experience. You need the offered content to map the in-store experience by targeting particular segments in certain locations in-store. Your store layout needs to be accounted for in the journey you're providing. You probably don't want to advertise women's swimwear in the men's section.

- Are your devices located throughout your store to amplify an ideal in-store experience?
- In order to specifically target an in-store audience, how does your in-store content differ from your online content?
- How can you use your devices to measure the success of your target in-store journey?



7 CREATE ATTRACTION AND TARGET CONTENT

Attraction content is tooled to get people to look at the device so the target content can take it from there. That's it. Your target content needs to be contextualized to where the device is in the store, it needs to be able to profile audiences once they are attracted, is tailored to that segment, and then it needs to deliver appropriate content based on those factors.

- Do you have the content you'll need to attract and convert device viewers?
- How will you measure the success of your attraction and target content?
- How will you ensure that your content, apps, and devices work as intended?



8 CONNECT IN-STORE DIGITAL CONTENT TO YOUR EXISTING CONTENT MANAGEMENT SYSTEM (CMS)/ECOMMERCE SYSTEM

In order to get the most out of your content, you'll want to take whatever system you're using today and use that in-store. By tagging content and results from content that ties into your CMS, ecommerce system, or both, you can more efficiently automate the correct content and more easily and effectively measure what is and what isn't working.

- How will you use your CMS or ecommerce system to boost a customer's in-store experience?
- How will you segment, tag, and analyze your CMS or ecommerce content?



OPTIMIZE FOR IN-STORE (SECTION 9 & 10)

The main goal is to make your devices as sentient and responsive as possible. Device sentience is the capability for it to make basic segment assessments, in real time and then use a learning content management system to deliver tailored content to your customers in-store. You also need a way to use your content as efficiently as possible. That means you need a device that is able to analyze device attraction, engagement, and use, all in real time.



9 MEASURE YOUR RESULTS

Measure how many people viewed your attraction content and how many people engaged when the experience switches to your target content. By analyzing these interactions, you'll be able to optimize the content journey based on what pieces of content performed well and what doesn't work, based on your expectations. Basically, you'll need to be able to report on how good the target content is at getting someone to do what you want them to do.

- How are you going to track how many people view and engage with your devices?
- How are you going to measure how successful those engagements are?
- How are you going to remotely measure device status and health?
- How are you going to measure and track profiling elements, such as the age and gender of device viewers?



10 DEVICE SENTIENCE

If everything is done right, in-store devices can learn and display appropriate content based on a number of factors that make up your customers' in-store experiences. These devices have the capability to determine which segment and who is using the device, what content is the most successful, where the device is most successful in the store as determined by traffic patterns, when your content is most successful based on time of day, and outside variables - such as weather - that may affect content delivery and context. Essentially, when customers see and use these displays, demographic assessments can be done without having to gather personal information while not invading their privacy in any way. It is all about delivering the right combination of content to the right customer segment.

- How can your devices use geographical and weather factors to target content?
- How can your devices use viewer demographics to target content?
- How can you measure what content and device location is successful, based on your pre-established goals?





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