

The background of the slide features a photograph of two women in a retail or social setting. The woman in the foreground has long blonde hair and is wearing a dark red top; her face is overlaid with a white wireframe mesh. The woman behind her is wearing a striped shirt and a hat, also with a wireframe mesh overlay. The image is accented with teal wavy lines and a teal header bar at the top left.

Omnichannel solutions to get customer insights and transform your business

beabloo



Active
Customer
Intelligence
Suite

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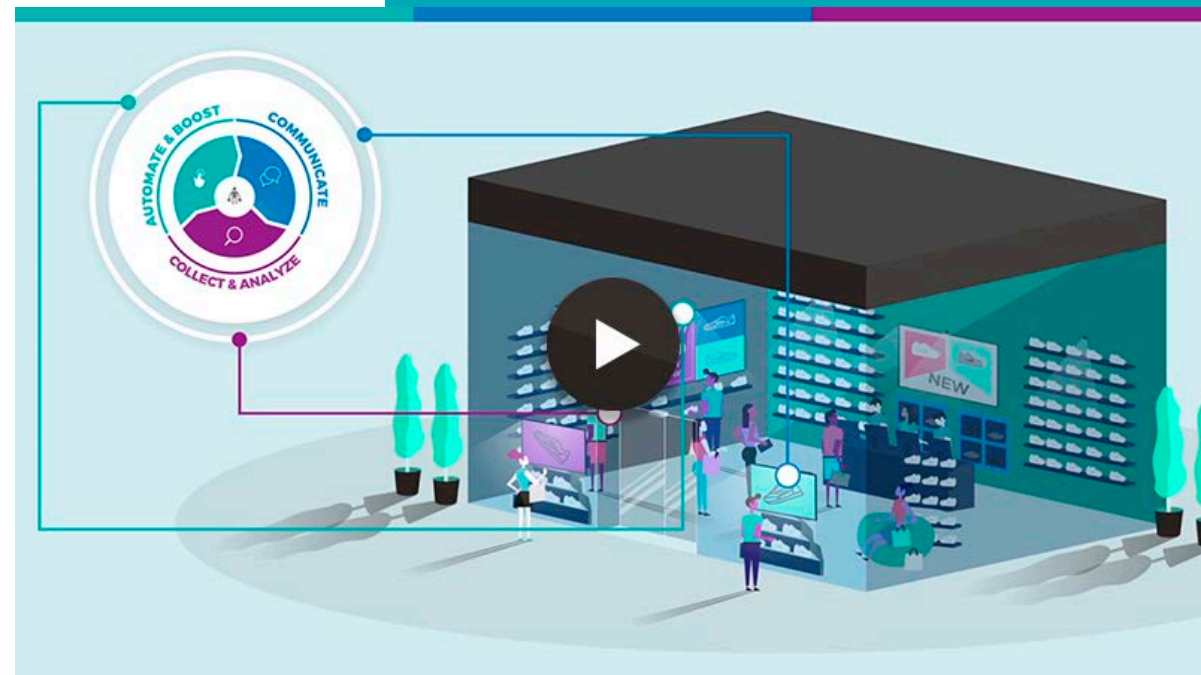
Why Beabloo?

Reasons to choose us



Bringing innovation and technology to stores

Beabloo provides a revolutionary approach to marketing strategies in retail spaces with its Active Customer Intelligence Suite (ACIS), a series of integrated digital solutions that help you communicate with your clients, analyze them and develop automated and personalized experiences.



**Digital
Signage**



Analytics



**Artificial
Intelligence**

Consolidated experience and international reach

11 years digitizing business

80+ employees helping clients
undertake business transformations

Presence in **20+ countries**

400+ clients, from retail, large venues,
hospitality and travel industries, among other
sectors



Some achievements



Goldman Sachs recognized Beabloo as a leading company for the Store of the Future due to its Business Intelligence technology, sensors and artificial intelligence.



Red Herring included Beabloo on their "2019 Red Herring Top 100 Europe" list which recognizes leading European companies in innovation and technology.



CB Insights cited Beabloo as one of the 65 companies leading the digital transformation at brick and mortar stores.



Interaction Care is the first European solution certified as an Intel IoT Market Ready Solution to fight COVID-19. Beabloo is also the only digital experience platform vendor in Europe that is a member of the Intel Open Retail Initiative.



IP Co-Sell

Beabloo's Active Customer Intelligence Suite (ACIS) is certified by Microsoft as IP Co-Sell Ready. This program guarantees that our ACIS solutions are commercially available and packaged, and meet Microsoft's strict technical requirements.



In 2015, Beabloo raised €10 million from SoftBank to provide retail stores with data analytics. This was the first ever Spanish investment by the Japanese telco.

02

Client Testimonials

What our clients have to say



“

“Audience analytics gives us a better understanding of our audience, allowing us to segment our customers and show them what they want to see when they want to see it. It also allows us to know which campaigns are achieving the best results.”

Pello Meaurio, Director de Customer Experience,
B the travel brand.

B the travel brand

“

“Thanks to Beabloo technology, we have a better understanding of our customers’ behavior and are more effective at organizing new events.”

Kazuma Kimura, Alliance Manager,
SoftBank Group.

 SoftBank

“

“We have worked with Beabloo for two years and are very satisfied with the experience. The system is flexible, fast, agile and advanced, and their professionalism, dedication and availability is outstanding.”

Eva González Pozas,
Marketing, Brand & Communication,
Shell-DISA.





“By working with CosmesisTV, Beabloo provides us with an excellent communications tool. Patients now receive important information while waiting to be treated. Beabloo and CosmesisTV have also improved the perception of time spent in waiting areas at our centres.”

Dr. J. Víctor García, Presidente de la Sociedad Española de Medicina y Cirugía Cosmética.



“The support we received from the Beabloo team when installing the new digital signage system was essential. Their assistance meant that every question or issue was resolved in a very short time. We can now remotely and almost immediately manage the information we need to display in over 40 points of sale around Spain.”

Monica Bogas, Departamento de Marketing, MBT (Masai Barefoot Technology).



“By far the most impressive part of Beabloo’s signage solution has been the video wall. With its placement in the reception area, as soon as visitors walk through the doors they are greeted with the high-quality display with many visitors commenting on its impressiveness. This has been a powerful tool for inspiring students who gain great satisfaction from seeing their work showcased to the entire academy.”

Michael Shillam, Network Manager, Staffordshire University Academy.



03

How We Help Companies Grow Their Business

Beabloo Solutions





COMMUNICATE – Customer Communication



Optimize marketing campaign investments

Automate processes and optimize your marketing campaign creation, production and implementation.

Achieve a cross-channel experience

Manage and monitor all your in-store digital touchpoints, (including POS and displays, interactive devices and sensors,) using a single platform, our omnichannel cloud-based CMS.

Embark digital transformation

Display your campaigns in a more attractive and engaging way with our innovative content players.



COMMUNICATE – Customer Communication



CASE STUDY



Challenge

B the travel brand wanted to undertake a digital transformation.

Beabloo Solutions

Omnichannel CMS – Digital Signage –
Audience Analytics

Results

400+ Storefronts digitized with digital signage.

400+ Content items distributed every day.
Dynamic, segmented and targeted publicity. Optimized campaigns that stand out from competitors.

Total savings in campaign production, distribution, printing and placement costs: €190,000.





COMMUNICATE – Customer Communication

**Beabloo Customer
Communication solutions will
help you:**



Unify communication channels for customers: your digital signage screens, your website, your social media channels and mobile notifications.



Use a highly secure digital signage system that respects customers' privacy and doesn't store any of their data.



Improve store window effectiveness.



COLLECT & ANALYZE – Customer Data Intelligence



Get better insights from your clients

Audience Analytics and Wi-Fi Customer Insight solutions provide you with demographic data and in-store behavior insights from your potential customers.

Measure product performance and in-store traffic

We offer you a range of solutions like Traffic Analytics and Zone Performance that include dashboards with relevant metrics that will help you transform your marketing strategy.

Face online competition

Our analytics tools, integrated with our CMS, allow you to bring online capabilities to retail spaces.



COLLECT & ANALYZE – Customer Data Intelligence



CASE STUDY



Challenge

Media World needed a better understanding of their customers' behavior in a specific area of the store: a counter with Intel products.

Beabloo Solutions

Traffic Analytics – Omnichannel CMS

Results

- 16% increase in customer visits.
- 9% increase in ROI.
- 61% increase in Intel conversions.
- 30% increase in sales.





COLLECT & ANALYZE – Customer Data Intelligence

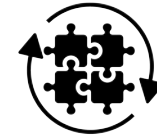
**Beabloo Customer Data
Intelligence solutions will help
you:**



Improve the efficiency of your marketing strategy by targeting your audience better.



Gain actionable customer insights by collecting data about demographics and other meaningful metrics related to digital signage.



Optimize store performance with an accurate analysis of different store areas.



AUTOMATE & BOOST – Customer Experience

Increase store efficiency

Innovative technologies like artificial intelligence help you automate processes and even manage your inventory.

Achieve personalized customer segmentation

Our Dynamic Signage and our Mobile Engagement solutions allow you to personalize your messages and promote the desired product at the right moment.

Enhance in-store customer experience

Provide a better service in your store with interactive solutions, touchscreens and virtual assistants that will engage your customers.





AUTOMATE & BOOST – Customer Experience

CASE STUDY



Challenge

Asics was looking for brand notoriety at the point of sale and to promote the “FootID” product at multi-brand points of sale by installing a system based on the “touch-screen” technology.

Beabloo Solutions

Interactive Kiosk – Touchscreens –
Omnichannel CMS



“Thanks to Beabloo technology and “know-how”, the ‘Digital Assistant’ is helping us personalize the customer experience, improve in-store brand results and optimize sales and stock management, linking software with the stock products.”

Albert López, Trade Marketing Director, Asics.



AUTOMATE & BOOST – Customer Experience

Beabloo Customer Experience solutions will help you:



Provide personalized experiences by offering specific products to target customers more efficiently.



Enhance your staff capabilities by eliminating repetitive manual processes.



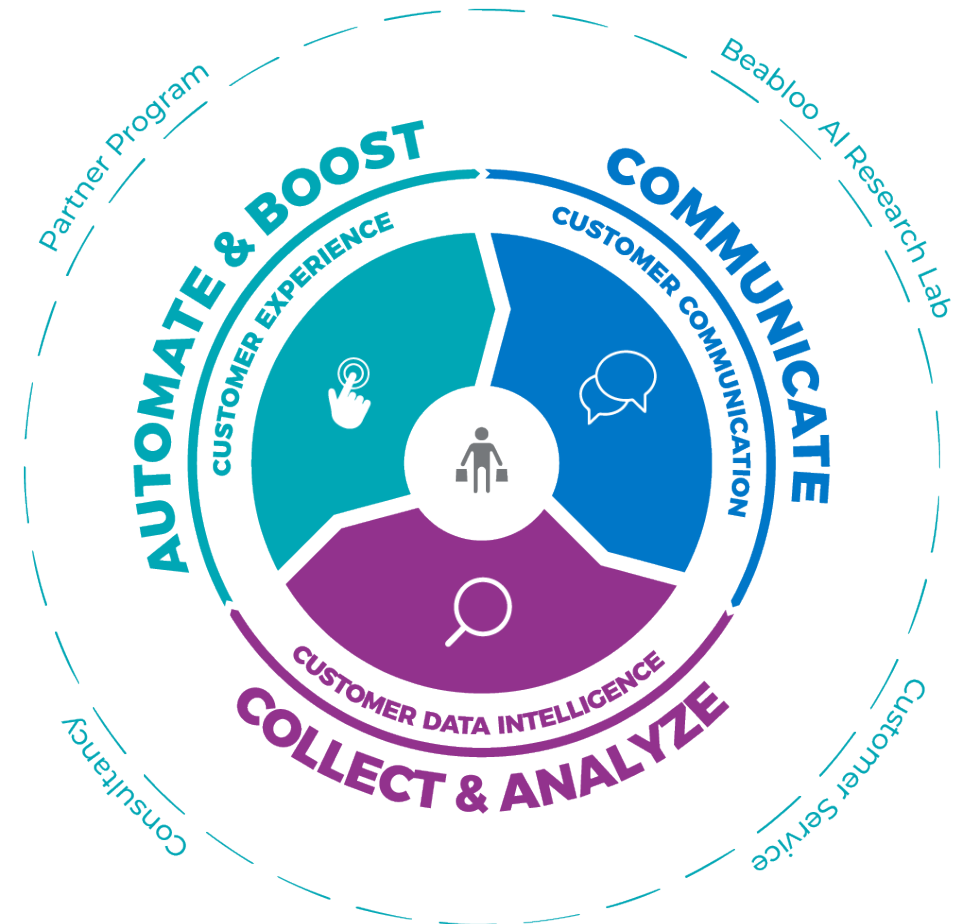
Delight customers and assist them directly.

Active Customer Intelligence Suite

ACIS covers the whole customer journey, from the moment your potential customer enters your retail space, discovers and interacts with your products, until they make a purchase and become a frequent client.

The suite is backed with:

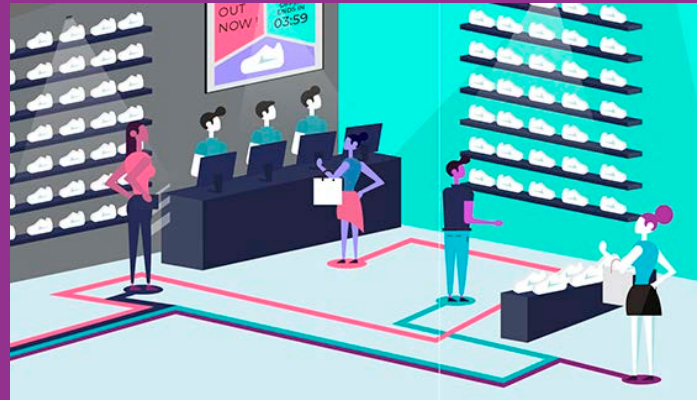
- The Beabloo AI research Lab.
- Analytics consultancy provided by Metriplica, a leading analytics company acquired by Beabloo.
- A Partner Program.
- Excellent customer service.



In-Store Customer Journey



Manage the impact of your campaigns from a centralized system



Gain insight into your customers' interests and journey through your store



Provide a better customer experience

[Discover our customer journey solutions >](#)

04

Beabloo AI Research Lab

Innovation as a reason for being



Shaping the future with our innovation lab

Artificial intelligence is rapidly transforming the world. Every sector is now affected by this technology. We launched Beabloo AI Research to study applications of artificial intelligence for retail and other industries—a huge step forward in business transformation.

The Beabloo AI Research team designs, tests and develops new AI-powered tools to transform the customer experience.



05

Partners

An international powerful
ecosystem



Joining forces with world-leading stakeholders

We believe that cooperation is a cornerstone of success and therefore work closely with leading companies in a range of sectors. The Beabloo Partner Program is a comprehensive platform through which trusted partners can develop, promote, and sell their products, services, and solutions in conjunction with Beabloo.



06

Beabloo Value Proposition

What defines us



Making the difference within in-store marketing strategies



Customer centricity

Our aim is to help our clients create a customer-centric strategy that places their customers at the center of their operations and engages them.



Cooperation

We are an international reference in customer intelligence thanks to our partner ecosystem made up of strategic allies, worldwide leading hardware and software providers, and system integrators.



Leadership

Our unique artificial intelligence engine autonomously learns from inventory, sales, audience preferences and demographics to take actions to optimize content management.



The store of the future

We develop cutting-edge solutions that achieve store of the future innovation today: a connected store.



Visionaries

We are always at the forefront of research and working on new innovative projects like Beabloo AI Research Lab.

07

Engage with us!

Get more insights from us



We have helped clients from many different sectors grow their businesses



Retail



Large Venues



Travel Industry



Other

Don't Get Left Behind. Make Your Digital Transformation Today with Beabloo!

- Point of sale digitization
- Better campaigns segmentation
- Footfall metrics
- Product placement optimization
- Interactive shopping
- Optimizing AD campaign management
- Real-time monitoring
- Improved customer experience
- Digitization of internal communications
- Brand awareness at the point of sale



Want to know more?

See our Case
Studies >

Read the latest
news on our blog >

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Many thanks.

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