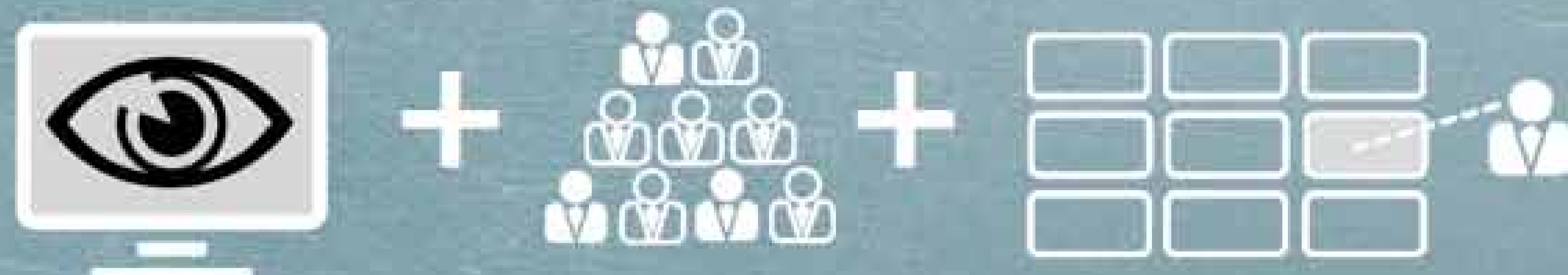




the new force

in the digital out of home and the retail market



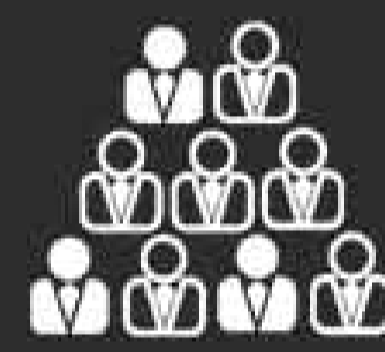
Proof-of-audience

Beta release November 13

Taggalo for the retail industry

Taggalo brings the most advanced solutions to optimize customer relationships and return on investment of in-store marketing activities

- In-store Brand enrichment
- Scientific measurement of the audience, the flows at point of sale
- Real time customer segmentation
- Real time sell-out, stock and out of stock measurement
- Potential of store networks
- Effectiveness of advertising and promotional activities
- Digital Path to purchase: from the on-line reputation to the in-store purchase



Proof-of-audience for retail

Beta release November 13

- * lowcost
- * eyetracking and facetracking merged algorithms
- * what product, for how much time metrics
- * maintenance free
- * real-time
- * API
- * Exclusive BI platform enabled

taggalo® platform



Traffic
Impressions
Profiling

We have formalized a process to measure the shopper behaviour and what drives to a purchase

Traffic flows
Dwell times
Attention time
Gender and age bracket
Paths within the point of sale
Real time uplifts measurement
Correlation among media (Grp's/Impressions...) and sales
Measurement of the effectiveness of any marketing action (single/multichannel) directly inside the store, and in real time.
Measurement of the best possible media/multichannel mix to reach a given output (eg. Increase store traffic).