



Increasing Cross-Selling With Digital Signage

Short on time, busy consumers appreciate the convenience of Rite Aid* pharmacies that also sell everyday products, enabling them to eliminate a trip to another store. Customers can get their prescriptions filled and, at the same time, pick up a wide assortment of general merchandise, including over-the-counter drugs, beauty products and cosmetics, food and beverages, among many other products. Rite Aid Corporation is the third largest drugstore chain in the U.S., and its front end products account for over 30 percent of its total sales.



Sales Uplift

Looking to increase sales, store traffic and brand visibility of its products, Rite Aid stores are installing the first 3D Holographic digital signage display for retail use, called the 3D Reward Center*. Customers are drawn to the display and Rewards Center to get a closer look at the advertised products that are literally popping out of the screen.

This truly innovative display is designed to create an exciting and memorable visual experience, while providing entertaining visual information, every time a customer enters the store. The Rewards Center includes a touch screen and printer, and can dispense coupons, promotions and sweepstakes, serve as an Internet portal, administer customer loyalty programs, and support other interactive features and applications. This powerful, interactive in-store marketing and selling tool is particularly ideal for creating cross-selling opportunities with many segments of customers who primarily come in to visit the pharmacy.

Effective Targeting

The 3D Reward Center performs anonymous video analytics used to determine the age and gender of customers standing in front of it. As a result, the system can play content and advertising suitable for the audience, while offering coupons for items of interest – there's no point telling a teenager about a promotion for reading glasses! In addition, the display provides store managers with customer tracking data, such as the most popular promotions, customer demographics, traffic by time of day, as well as other information. This capability, called Intel® Audience Impression Metrics Suite (Intel® AIM Suite), is fully integrated into the digital signage display based on 2nd generation Intel® Core™ i7 processors.

Ad-Funded Digital Signage

The cost of the 3D Reward Center displays is fully borne by the digital signage network operator, who subsidizes the systems from advertising and transactional revenues. Participating product brands benefit from showing their advertising messages near the point of decision, which ultimately also helps increase store sales. In some cases, the stores may receive a portion of the advertising revenue as well.