



## CEEclear© – Measure the ROI and content efficacy of your digital signage content with StoreStream Metrics’ new content efficacy software

- Are you considering implementing in-store digital media in the form of digital signage but question the investment?
- Perhaps you’ve already implemented a digital signage solution but are uncertain whether it’s worth the investment?
- Is there, or can I achieve, a sustainable ROI?

Founded on the premise that “*you won’t fund what you can’t measure*”, StoreStream Metrics has developed **CEEclear©** (Content Efficacy Engine) that will provide *quantitative* evidence as to whether your content is helping you ‘sell more stuff’.

Additional benefits:

- optimize content design
- optimize display locations
- optimize business objectives
- identify and optimize ‘halo’ effects
- identify shopper behavior
- identify and optimize product/category
- optimize margins
- identify viable in-store strategies

The StoreStream Metrics’ engagement will,

1. Provide both a process and rationale for a prospective or existing digital ‘signage’ implementation by providing an independent third-party analysis as to the efficacy of advertising, merchandising or promotional content (digital or static) using the prospective (or existing) client’s transactional sales data as the success metric.
  - a. Answering the question- “Did our content help sell more stuff?”
2. Provide quantitative evidence as to the efficacy and viability of digital place-based media (digital signage). (The same techniques can be used to determine the efficacy of static graphics as well.)
3. Provide insight, guidance and recommendations in developing a series of content design ‘experiments’ based on various content attributes to determine their effects on communication objectives.
4. Provide insight, guidance and recommendations for content designs and experiments to optimize the efficacy of the digital content.

[StoreStream Metrics](#) is a hybrid consultancy with more than 17 years experience in the design, implementation, management, measurement and analytical analysis of digital media based solutions and technology. Managing Director, Adrian Weidmann is uniquely qualified to identify, design and activate a valued digital in-store digital shopper marketing and merchandising solutions to meet and exceed your or your client’s immediate and future digital



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media workflow requirements. We combine data analytics and storytelling to activate and optimize your in-store digital marketing and merchandising executions.

Our foundational premise is a fundamental understanding that *you won't fund what you can't measure*.

StoreStream Metrics proposes an initial 12-week project with the following scope-of-work:

1. StoreStream Metrics will schedule and conduct an initial 'Content Jam Session' (typically 2-3 hours in length) with **CLIENT** and/or the client team where we will:
  - a. Review client Merchandising Calendar in order to;
    - i. Identify and define featured product(s) and categories
    - ii. Review Marketing Calendar and identify relevant promotions
    - iii. Identify unique 'content' opportunities
  - b. Content Design
    - i. In collaboration with the client, identify and define three (3) test attribute(s), their measurement objective, and content design by way of StoreStream Metrics' *Test Content Creative Brief*.
    - ii. Create and share concepts and ideas for content design and programming based upon noted trends, 'insights-learned' to address selected content requirements.
    - iii. Identify content design and programming elements that would "politely interrupt the shopper's journey" and translate to measured sales.
    - iv. *With over 17 years of digital signage content experience and quantitative results, I bring an invaluable trove of insights and 'best practices' with regard to successful (and unsuccessful) content design and programming specifically for the 'digital signage' medium.)*
  - c. Client or Agency will produce the content against the agreed creative brief. (The production costs are outside of this SoW.)
  - d. Programming
    - i. Design a predefined playlist and rotational programming (publishing) guide for the test content. (This process is valid and independent of any specific CMS or publishing software)
      1. Identify and define playlists
      2. Identify and define programming schedule(s).
2. In collaboration with client, select a single store that is/are representative of the 'typical' store to be designated as a real-world (in-situ) test location.
3. In collaboration with client, select a companion (matched) store with similar demographics and revenue.
4. Identify and define all product SKUs associated with published content.
5. Identify and define all category SKUs associated with published content.

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6. Arrange to receive select and relevant transactional sales data from the client's POS system as a delimited file for processing and mapping into the **StoreStream Metrics' Content Efficacy 'Engine'**.
    - a. This data will be collected daily for a minimum of 2-3 weeks prior to any active test program.
    - b. Ideally, a historic sales retrospect of the product and category SKUs are available prior to the measurement campaign.
  7. Each content attribute test campaign will run for a minimum of 2 weeks (ideally 3-4 weeks) in order to gather a large enough sample size.

OPTIONAL- Outside of this Engagement Scope-of-Work

StoreStream Metrics has been a pioneer in the use of anonymous video analytics technology for quantitative shopper behavior as it relates to in-store media and/or merchandising. Adding the appropriate sensor(s) to the program StoreStream Metrics would be able to add the following select shopper marketing metrics to the analysis.

1. Shopper traffic (How many shoppers walked past the display?)
2. Dwell time (How long did shoppers spend in the Effective Viewing Area® (EVA)?)
3. Viewing Time (How long did shoppers view the display?)
4. Conversion Rates
5. Shopper Demographics (Gender and Age)

There are a wide assortment of shopper marketing and behavior metrics and analyses that can be derived using this technology that can be used to optimize content, merchandising and maximize the retailer and brand vendor business relationship by way of quantitative evidence.

Additionally, StoreStream Metrics has also started to incorporate customer reaction technology that provides quantitative data to real-world anonymous shopper reactions to determine their mindset (emotional state) as they enter your store, during their shopping journey and as they leave your store.

8. StoreStream Metrics will provide an analysis and summary report for each Content Attribute Test. Each summary will include the consolidated data, its analysis and findings, observations and recommendations. Trend analysis and noteworthy observations regarding content elements and insights will be included where relevant. Also included will be secondary and tertiary insights based upon the data analysis, where applicable, that have proven to be invaluable for optimizing in-store operations. (Client may choose to have these all done in a single report at the end of the project)
9. Given the results and accompanying recommendations of the initial tests, the client has the option to continue the existing program or expand the scope of the in-store shopper marketing initiative to include a broader data-drive 'responsive store' initiative.