

# Inspire Consumers Throughout their Entire Journey.



In the era of consumer hyper adoption and hyper abandonment, how do you inspire engagement with consumers? Early engagement with consumers in an entertaining and rewarding way is a key element of every consumer journey. It requires sophisticated means to attract and retain the consumer's attention at home, on-the-go and in-store, reaching out to those already in the pre-purchase phase of their journeys. By being relevant at every single touchpoint, Vynamic Demand powered by ACTV8 lets you increase the footfall to your stores and improve conversion rates, boosting top line revenues!

## **INCREASE FOOTFALL TO THE STORE**

How can you reach, engage, and inspire consumers even before they start their journey? Vynamic Demand enables you as a retailer to connect with consumers during the entire journey — at home, in-store and on-the-go. By using a unique combination of audio triggers, geo-fencing, and Bluetooth beacons, you can deliver targeted content directly to the consumer's mobile device. Just think of a TV show broadcasting inaudible audio triggers about products just shown, sending relevant offers to consumers that they can instantly redeem in your store or webshop. Or about geo-fencing a parking lot and sending mobile coupons to drive more consumers to a store nearby. Vynamic Demand extends your reach into the pre-purchase phase of the customer journey.

## **CONVERT CONSUMERS FASTER**

How could you interact with consumers as soon as they enter your store with personalized, augmented, or gamified digital experiences? To boost conversion, you can engage with consumers using your in-store audio system. Via silent audio triggers, you can send shoppers targeted, store-specific offers they can instantly redeem. Part of the Vynamic Retail Suite, Vynamic Demand also allows you to apply dynamic pricing, making it very easy to move aging inventory or respond to competitors' promotions quickly. And thanks to A/B testing, you can measure in real time what offers work best, in order to fine-tune your campaigns on the fly and optimize conversion rates.

## **CLOSE THE MARKETING LOOP, START TODAY!**

Measuring marketing programs is challenging. Digital. TV. Radio. Out of home. Print. Live events. How do you measure ROI of campaigns and directly attribute sales to specific touchpoints? With Vynamic Demand, you can close the loop, directly attributing revenues to specific touchpoints and campaigns. This offers tremendous value to your marketing teams, enabling them for the first time ever to track and measure the effectiveness of their advertisement and promotion campaigns end-to-end. Vynamic Demand is a turnkey solution, not requiring additional hardware. Everything is managed from a central cloud-based dashboard where you can set up, analyze and adjust campaigns with the click of a button. Just determine which touchpoints and triggers you want to use to interact with consumers' journeys, and which offers you want to associate with each trigger. That's all you need to start generating extra demand!

**BENEFITS**

Vynamic Demand generates more traffic to your stores, while boosting conversion rates at the same time thanks to targeted, highly personalized and real time offers.

**Benefits for the consumer:**

- Receive relevant offers in a contextual setting
- Get personalized rewards while going about your daily life (TV, radio, online)
- Chance to purchase curated products through Daily Scratchers
- Enjoy a fun, gamified shopping experience

**Benefits for the retailer:**

- Drive consumer traffic and increase revenues both online and in-store
- Already start engaging in the pre-purchase phase of the consumer journey
- Boost conversion rates thanks to targeted, relevant promotions
- Deepen the relationship with the consumer through daily interactions

**Technical benefits:**

- Turnkey solution which leverages existing advertisement infrastructure
- Non-intrusive cloud-based technology, requiring no hardware installation at all
- Open, integrative solution that extends the value of your existing loyalty and POS systems
- Cloud-based dashboard, for centralized self-service maintenance of campaigns
- Easy to scale up / down, to match the actual demand in stores

**VYNAMIC RETAIL SOFTWARE SUITE**

With over 40 years of experience in retail, Diebold Nixdorf provides a set of comprehensive solutions to accommodate the needs of global retailers, both today and going forward. With the Vynamic Retail Software Suite, we offer a service-oriented software solution that seamlessly supports the entire omnichannel retail flow, including POS transactions, self-service checkouts, mobile consumer apps, payment processing, order management, merchandise management, customer engagement and customer loyalty.

The Vynamic Retail Software Suite is designed on modular principles and can be integrated—fully or partially—into existing retail infrastructures to support consumer touchpoints in multivendor environments. As a result, this software suite is successfully serving customers like Ikea, Tesco, s.Oliver, Uniqlo, Kiabi and other leading global retail organizations.

Diebold Nixdorf also provides a complete portfolio of hardware solutions, including POS systems, cash-management and selfscanning devices and reverse-vending solutions, as well as an experienced service staff in more than 100 countries to support retailers in their business operations 24/7.

**WHAT IS DN VYNAMIC?**

DN Vynamic is the first end-to-end connected commerce software portfolio in the marketplace. Traversing mobile, ATM, POS, branch, kiosk, and online, DN Vynamic is a system of consumer engagement powered by data and analytics and is cloud/SAAS ready when you are. Built to enable the connectivity businesses of the future require, DN Vynamic extends beyond omnichannel to enable banks and retailers to create seamless, secure, personal connections across the digital and physical channels of today and tomorrow.

