Waapiti integrates Quividi's audience & interactivity platform

Barcelona, September 18th, 2018

Waapiti, a retail digital signage specialist, part of TMM Group, and Quividi, the leading audience & interactivity platform for digital signage, announce a technical partnership to measure in-store activations and enhance the shopping experience.

Waapiti's Digital Signage CMS has been integrated with Quividi's VidiReports and can now power face & context responsive messages. Waapiti's retail partners will also be able to measure the performances of their communication and optimize it to best attract, inform or connect with the shoppers.

Quividi provides a privacy protecting computer-vision technology that helps retailers and brands finely measure and classify their audience. The system determines, in real time, the number of viewers, broken down by demographics (age, gender), facial attributes (glasses, beard) and mood, as well as the opportunities to see, and the viewers' attention time.

Marketers can also design customer engaging experiences, by contextually triggering content against Quividi's real time analytics. They can also run Quividi powered A/B tests to understand which promotional content gets the most attention, generates the most engagement (e.g. drive to store) or the most sales uplift.

Waapiti Digital Signage's software powers any kind of digital signage faces - projector or screen-based, small or large format, passive or touch-enabled - and besides Quividi's platform can communicate with a variety of sensors (RFID, barcode, NFC,...) as well as sound and scent marketing solutions.

"By adding Quividi to our already large range of digital tools, Waapiti can now provide metrics and insights to prove the efficiency of key content elements and define new marketing goals and strategies", says Gemma Cuscó, Waapiti CEO.

"The partnership with Waapiti and the TMM Group will help retailers and marketers create the best experiences to finally connect with the shoppers", says Ke-Quang Nguyen-Phuc, Quividi CEO.

Quividi's platform is a powerful engagement tool for retailers: our most recent case study shows that a communication powered by Quividi can generate a sales uplift of more than 20%, versus a regular communication.

Waapiti recently showcased the combined solution at eShow, the leading e-commerce & digital marketing show in Spain.

MEDIA

Audience measurement
https://vimeo.com/309301574

About Waapiti

Waapiti, part of TMM Group, is a leading point of sale specialist and sensorial marketing solutions provider (digital signage, sound, scent marketing). It provides an intelligent web-based content management and distribution platform, designed with usability in mind.

The tags-based management, as well as the co-management architecture between different levels of users, make Waapiti a powerful platform for any type of project. Waapiti also offers some integrated value-added features, such as the synchronization of visual content with a background music or the triggering of content from external signals.

Created & developed in Barcelona in 2010, Waapiti is used in 2,000+ locations in various retail verticals across 10+ countries.

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