

MERCHANT MECHANICS LLC

Digital Signage Research Services

Optimize Digital Signage Effectiveness with Observational Research

Merchant Mechanics is an observational research and testing firm serving the digital signage marketplace. Using state-of-the-art technologies and scientific methods, we empirically reveal, through direct observation, how any single element or group of elements found in a commercial environment affects consumer behaviors. Our unobtrusive videography and other research methods capture customer behaviors in real world environments. We provide highly quantitative data for validating and optimizing digital signage installations. We give stakeholders unique insights into how their digital signs are used and guide decisions to maximize their impact.

Approach

Our quantitative research methodologies deliver a thorough understanding of digital signs. Our research solutions include:

- **Real world findings** - we perform studies of digital signs installed in their intended environments, not in clean rooms.
- **Multi-faceted study designs** – we often combine our observational audits with customer intercept surveys and other techniques. Our insights get to the heart of *why* behaviors are occurring, which facilitates optimization. Each study is custom designed to meet the client's individual needs.
- **Valuable metrics** - we provide digital sign vendors and purchasers with data to understand:
 - ✓ *Placement strategies*
 - ✓ *Content evaluation*
 - ✓ *Demographic breakdown of viewers*
 - ✓ *Other engagement metrics – confusion points, traffic patterns, impact on other on-site marketing elements, etc.*
 - ✓ *Frequency and duration of viewing*
 - ✓ *Damage and misuse behaviors*
 - ✓ *Post-impression behaviors & attitudes*
- **Cutting edge technology** – small closed circuit digital video cameras capture unbiased consumer behaviors. Our multiplexed recording techniques allow seamless and unobtrusive observation of digital signage interactions from the most relevant vantage points.

Research Benefits

Adjustments of digital signage networks based on consumer observation over a sufficient length of time can be the difference between program success and failure. Casual observations can provide anecdotal evidence, but are not as powerful as decisions based on large sets of empirical data. Our research provides:

- **Validation** - vendors and purchasers get quantitative proof whether a digital sign is achieving its desired results.
- **Optimization** - our empirical analysis delivers recommendations for digital sign implementation improvements.
- **ROI calculations** - the data allows clients to understand the payback of digital sign network rollouts.
- **Comparative testing** - we can evaluate alternatives (placement, content, etc.), to determine which will be most successful in a given environment.
- **Statistical data for promotional material** - definitive statements can be made about a sign's effectiveness.
- **Advertising metrics** – traffic counts with detailed demographic segmentations

Third-Party Objectivity

As an independent research firm, we avoid the conflicts of interest that arise when a vendor evaluates its own work. All our findings and recommendations are based on wide-ranging statistical analysis of hundreds, if not thousands, of real-world customers. By keeping arms length relationships with digital sign vendors and purchasers, we provide data that the industry trusts.

Case Study

A large, highly trafficked retailer was in the process of rolling out a digital sign network to increase sales and improve customer satisfaction. Before they invested in the production and installation for all intended sites, Merchant Mechanics studied several pilot installations to validate their implementation strategy. By assessing customer behaviors and attitudes related to the digital signage, we were able improve signage placement and content effectiveness.

Our unique findings and insights produced recommendations that expanded the "zone of impact," optimized screen placement and content arrays, and increased the viewing durations of consumers. Our recommendations also resulted in substantial increases in brand awareness and customer purchase intent for promoted products and services, and provided the client with the data they needed to confidently continue with the rollout to all locations.

Value Proposition

At Merchant Mechanics, we take pride in providing our clients with actionable insights and recommendations, not just "report cards" that end up on shelves.

- **Cost-effective investment** – the results of studying a limited number of pilot installations can produce recommendations that can be applied to a large-scale rollout.
- **Superior customer service** – as a boutique research firm you work directly with our principals.
- **Fast turnaround** - comprehensive reports can be delivered in as short as 1 month from the first research day.