

PRECISE MESSAGES VALUABLE DATA

Each Clever screen communicates directly and individually with each of the many thousands of customers every day, tailoring messages with extreme precision while simultaneously analyzing customer behavior in the store.

Clever System

- Displays hundreds of thousands of personalized ads in a single store every day
- Provides daily impression reports and analytics
- Measures the number of customers and time spent in the store and selected zones
- Analyzes data by time, age and gender of customers*
- Increases the efficiency of sales areas in retail chains
- Helps build stores of the future by eliminating unprofitable retail space
- Analyzes customer behavior and checks the effectiveness of the actions taken
- Possibility to connect the customer's path with the purchase receipt

Clever is managed by the proprietary CMS which allows lexible access from anywhere in the world.



Gathers statistical data Unprecedented increase in sales

Compatible with the majority of shopping carts

Clever – reliable, secure, durable and resilient

Boosts competitive advantage

CLEVER

PROVEN EFFECTIVE ON 10,000 SCREENS IN 6 COUNTRIES
AND FOR MILLIONS OF CUSTOMERS.

Functions:

- Displays millions of multimedia messages: promotions, adverts and in-store multimedia brochures
- Adapts messages to designated areas of the store, taking into account the time of day
- Displays multimedia messages according to the age and gender of the customers*
- Gathers statistical data and transfers it to the Immensus system
- Combines a very wide reach with unmatched precision
- Increases sales on an unprecedented scale
- Liked by shoppers

Operating conditions:

- Resistant to rain, snow, dust, fluctuating temperatures, shocks and impacts
- Est. operating time: 1 month.
- Operates in temperatures ranging from -20°C to +50°C
- As durable as a shopping cart
- No technical requirements: one socket for all Clever devices in a store
- Lifetime guarantee (depending on terms and conditions of cooperation)
- Protected under Patent Law provisions



Solution SCA

MAGO

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