

## Signage Use Case Study

Industry: Automotive Showroom

Company Profile: Mercedes-Benz of Encino, CA

Solution: Digital Signage for Automotive Showroom

Mercedes-Benz of **Encino**



Signage by Meiotic Inc.  
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Complete Media Access & Control  
Easy to Implement by Any Level User  
Remotely Deploy Ad Campaigns  
Hi-Res Brand Media Replaces Print  
Media Analytics Reporting  
Wi-Fi & 3/4G Access Unnecessary

### The Business Environment:

Mercedes-Benz of Encino in Los Angeles just completed a \$24M 4-story expansion of their rapidly growing dealership. The core intent was to set the highest standards in delivering the "Mercedes-Benz" experience for every customer visit.

### The Signage Solution:

"At first, we received proposals from various firms offering HDTV retail display solutions," said Steve Zubieta, Managing Partner, "but they all required specialized setup expertise, long lead times, and outsourced administration.

In contrast, the **Signage** solution by Meiotic was simple and practical. **Signage** delivered a super easy setup with zero lead time with total control in the hands of our own non-technical staff—at just a fraction of the cost. But the most attractive benefit to me, is its end-to-end simplicity. That's critical for us. We're constantly adapting and changing our marketing messages, incentives, and store-specific branding. **Signage** has truly empowered us to continuously improve the entire customer experience. And, that's exactly what we needed."



**Feature:** Playlists are easy to setup by any level user.

#### Benefit:

- ✓ No specialized training or technical expertise needed to implement.

**Feature:** Kiosks throughout the showroom can run independent vehicle media.

#### Benefits:

- ✓ Browsers can view key features about the vehicle or learn about location sales incentives if Sales Managers are busy with customers.

**Feature:** Playlists can be modified instantly.

#### Benefit:

- ✓ Change promotions, incentives or make special announcements 'on the fly' to enhance the experience of a sales event.

**Feature:** Playlists may include a slideshow of JPGs, a video file or a combination of both file types.

#### Benefit:

- ✓ Certain displays can run a combination of directional content pertaining to the facility, branding media or current sales promotions.

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**Feature:** The CRM feature makes promotions on kiosks autonomous and interactive, inviting browsers to learn more or participate in additional incentives.

**Benefit:**

✓ Analytics on product/department metrics grows your mailing list.

**Feature:** Analytics can provide reporting on all interactivity and media runtimes.

**Benefit:**

✓ Generate ad revenue from cross-promotional strategies of product accessories or national brand campaigns.

**Feature:** Playlists are customizable by both content and run schedule.

**Benefit:**

- ✓ A large HD screen at the reception desk can welcome special VIP customers, which generates loyalty.
- ✓ Kiosks or screens in the service area can announce service updates and promotional incentives to customers that are waiting.

### Return on Investment (ROI)

Mercedes-Benz of Encino launched the **Signage** solution by leveraging existing media and marketing content onto new and existing displays of various sizes. The end result was more cost effective than any of the other solutions they had considered. Since the launch, the reduction of cost in printed materials is over 50%. In addition, **Signage's** ease of use coupled with the added value of CRM features extend these savings.

