



Quadrox UP-selling Assistant

Bringing sales back to the store

Quadrox UP-selling Assistant (**QUPA**) is a powerful solution that delivers targeted and individualised messages based on intelligent event-driven technology. Performing the sales pitch in the last meter to the product, **QUPA** is the ideal solution for introducing new products, cross and up-selling, allows for flexible and cost-effective advertisement and is guaranteed to bring you quick ROI. **QUPA** addresses the challenge of bringing service back into the store and offers you a benefit of extra sales without associated costs.



QUPA delivers the personal service of the good old days without the cost

Introduce new products

QUPA perfectly complements staff by adding sales power to introduce new products to customers. With an ever expanding product line, most stores cannot afford the staff and attention to explain the unique features and benefits that led them to introduce these new products.

Due to extensive and fast changing product lines, it becomes increasingly difficult for customers to discover a new product. Even when the product is discovered, few customers make the next step to understand the benefits it offers them. This leads to poor sales and frequent failure of new products introduced.

Rather than increasing the rate of new product introductions, use our **QUPA** service to draw customer attention to new products and automatically educate them about the new features and benefits. **QUPA** drastically increases your success rate of new product introductions and drives in store sales up.

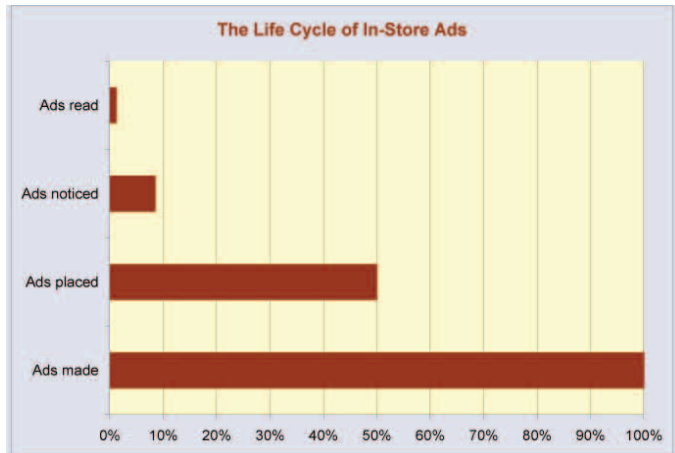
Promote cross selling

Associate products usually lack attention as sales people tend to focus on the main item. **QUPA** can help not only to increase new product awareness, but also encourage add-on sales. Educating shoppers about products that enhance the use of the main item and help meet customers' needs directly leads you to higher sales.

Increase impulse buying

Due to the decline of brand name influence shoppers are more open to new discoveries and products. Product selection is primarily affected by experiences and information acquired inside the stores rather than by brand loyalty or out-of-store marketing. As impulse buying is growing, in-store up-selling assistance is becoming one of the most effective forms of advertisement.

Do you know that half of the signs generated for a store never make it onto the shop floor? Customers notice only 17% of the signs and of those a mere 12% are read with an average viewing time of less than 3 seconds. QUPA provides you guaranteed delivery of your ads that stand out from the background noise by being played only to targeted audience.



QUPA is set up to deliver only relevant video and audio messages to customers. By analysing customer behavior, platform sensors are able to determine whether a specific customer is interested in learning about the product and only then provide targeted up-selling assistance. Such event-driven approach to the right person at the right time with the right message turns your digital advertisement from background spam into relevant and helpful information.



QUPA - key to quick ROI

- Ensure the delivery of your ads
- Stand out from background noise
- Provide only relevant messages

Real-time customer behavior analysis

QUPA comes with analytics services that monitor how many up-selling messages were delivered and measures the receptiveness to these messages by tracking how many were fully experienced. This allows you to optimise the marketing messages until they really stick. Conversion rates can be calculated by linking the number of messages delivered to the actual sales numbers of the product that is promoted. This service provides you additional marketing information and allows to quickly evaluate, adjust and improve your advertisement campaigns.



SELL MORE WITH QUPA:

- Intelligent event-driven sales assistant – delivering only relevant messages to your customer
- Increased customer satisfaction and knowledge – informing customers about new products and add-ons
- Optimised advertisement campaigns – adjusting your message based on marketing analytics in a quick and easy way
- Cost-effective and revenue driven solution – increasing your sales and guaranteeing ROI