

PERCH

DIGITAL + PHYSICAL

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Meet PERCH

A flexible interactive retail display that unites
DIGITAL CONTENT with **PHYSICAL PRODUCTS**
to engage consumers & analyze their behavior





PERCH Examples



PERCH Shoe Demo

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PERCH Shoe Demo



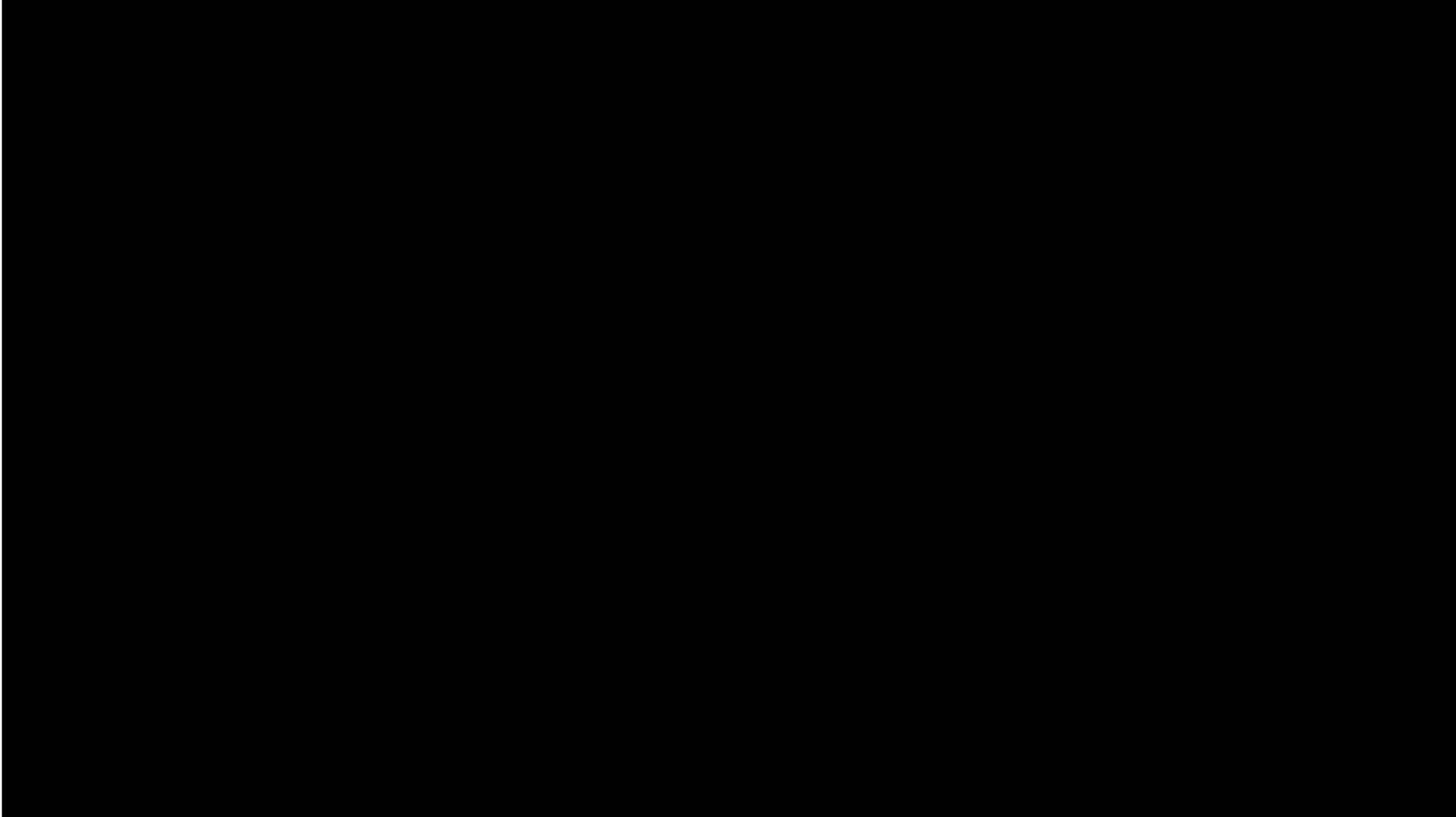
Sunglass Hut



Sunglass Hut



Jo Malone



Jo Malone



PERCH Skin Care Demo



PERCH Skin Care Demo



PERCH Platform

PERCH Platform

PERCH

Form Factors

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Content Curation

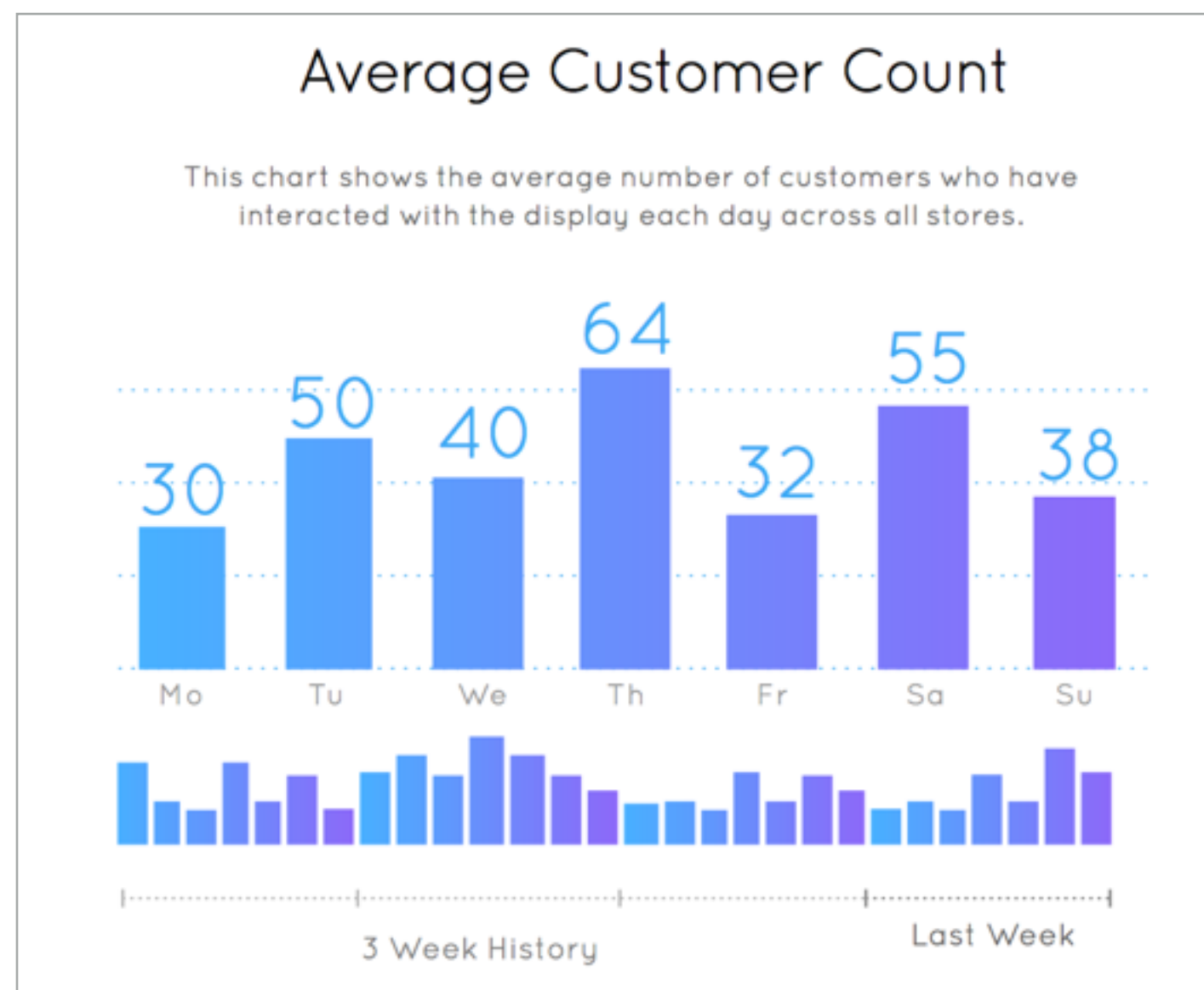
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Cloud Services

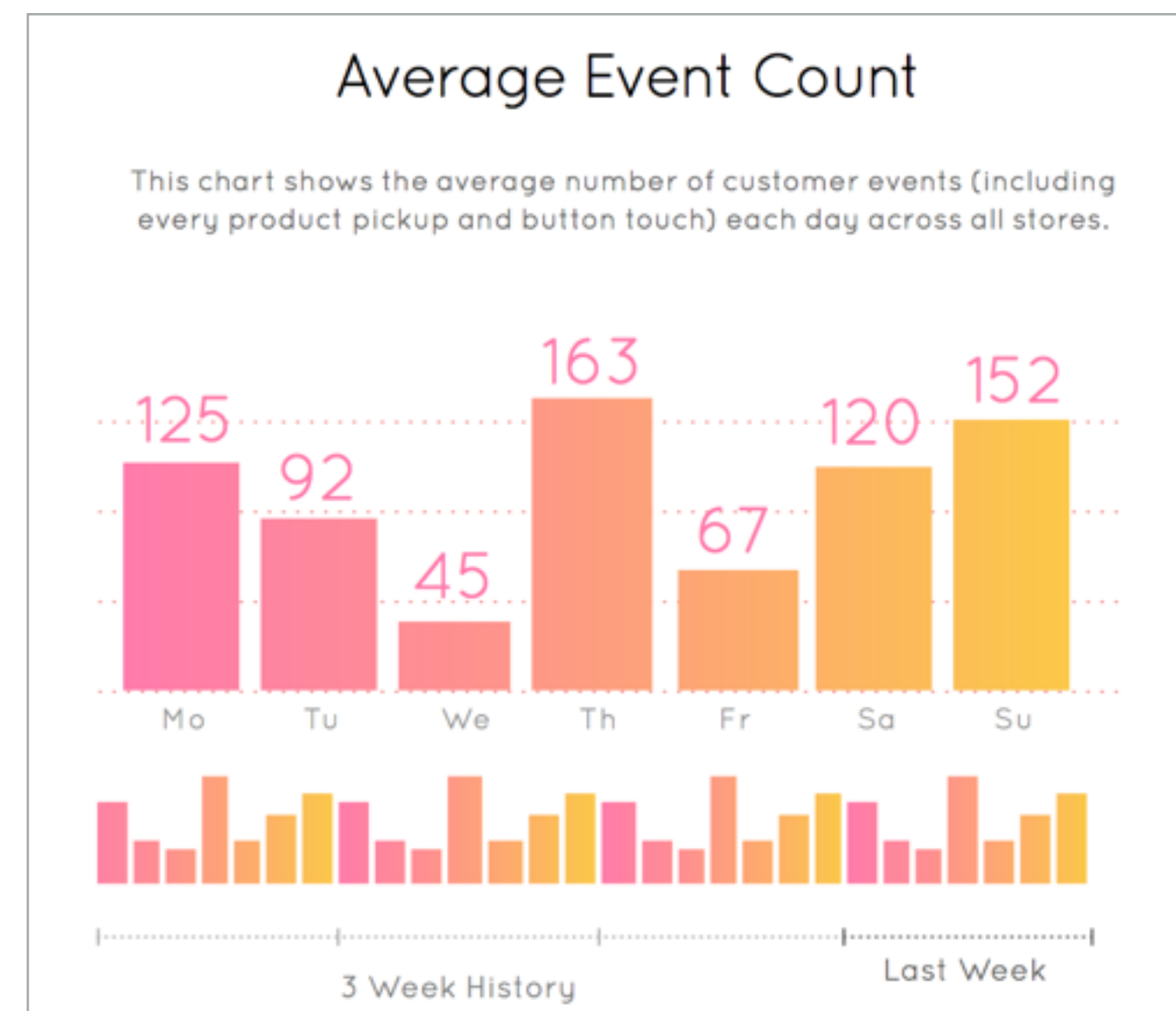
PERCH Software

PERCH Analytics

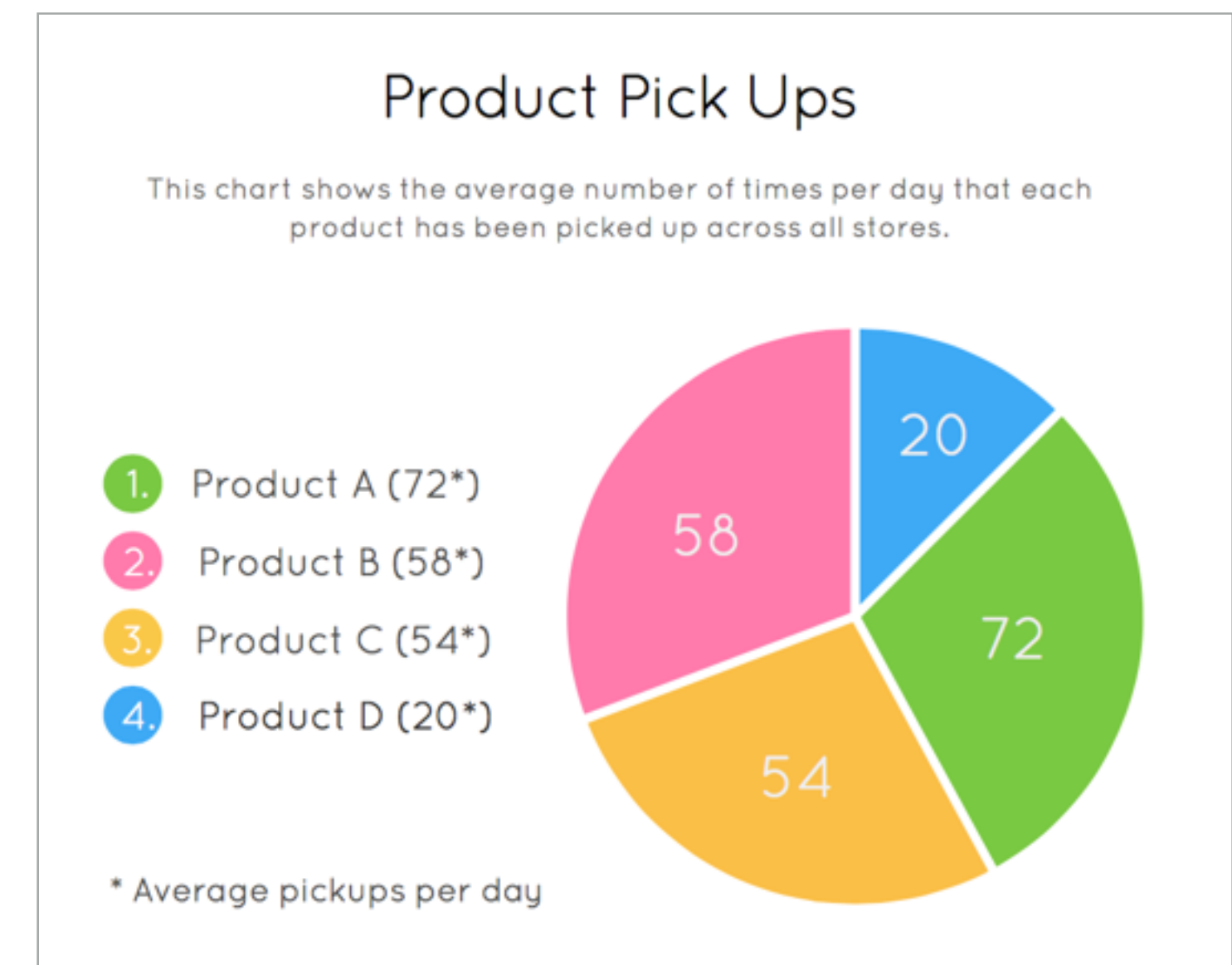
provides insight into shopper behavior



Customer Volume



Content Interaction



Product Interaction

PERCH Analytics

Location, Location, Location



Top Shelf
Too high (2nd Place)

Middle Shelf
Just right (1st Place)

Bottom Shelf
Too low (3rd Place)

PERCH Analytics

Size Matters



Large Products
Too big to pickup

Medium Products
Just right to pickup

Small Products
Too small to pickup

PERCH Analytics

Content Makes a Difference



Good Content
Draws attention

Good Content
Provides focus

Good Content
Engages customers

PERCH Analytics

Keep It Fresh



The Best Content:
Is New Content

Any Change:
Is A Good Change

Every Difference
Makes A Difference

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Thank You!

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