

Intuitive digital signage to improve shopper satisfaction

Parking is one of the key spaces in determining the customer experience in a business. It is where it all begins and ends. It is the start of something big: contact with the brand.

LIDL needed to increase the ease and speed of the parking process for its customers to optimise their shopping time. With more than 11,200 shops worldwide, we transformed the supermarket chain with a signage system using screens and LED guidance.

What did we achieve?

Thanks to proximity sensors and the Waapiti content distribution platform, the customer knows in real time the capacity of free spaces and their exact location. A result that we enhance with the incorporation of automatic advertising spaces to adapt advertising to each strategic moment of LIDL.



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