

CASE STUDY: Hunter's Specialties

Hunter's Specialties Boosts Sales with MediaTile's Digital Sign in a Box Solution on Touch-Screen End-Cap Displays Across Retail Sporting Chains

Hunter's Specialties, the world's largest manufacturer of hunting accessories, has deployed MediaTile's Digital Sign in a Box solution in large sporting goods retail chains to drive their in-store marketing promotions and engage consumers directly at the shelf. By simply touching the screen, consumers have instant access to all of Hunter's Specialties products, regardless of the current hunting season. The result: Hunter's Specialties realized a significant and sustained increase in product sales, and a heightened awareness of their entire product line at the store level.

The benefits Hunter's Specialties realized with MediaTile:

- On average, a double-digit uplift in sales across all store locations
- Sustained year-on-year sales increases in those locations deployed for over 12 months
- Video at the shelf attracts and educates customers
- All units are touch-screen enabled for instant access to information on any product
- Easily deployed across large retail sporting goods chain stores
- Training of in-store sales associates resulting in more awareness

The Problem: Hunter's Specialties needed to find a more effective means for capturing consumers' attention and influencing their purchase decisions in retail stores than with their traditional paper point-of-purchase displays. With the average sportsman making only a few trips a year to large sporting goods destination stores, it was imperative that Hunter's Specialties highlight their full product line, particularly promoting accessories that spanned multiple hunting seasons. Hunter's also needed an advanced in-store digital signage system that could be easily updated and monitored, which also provided the ability to utilize touchscreen content for consumer-driven interactivity.

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MediaTile's digital signage solution is extremely easy to deploy, requires minimal infrastructure support, can be controlled from any web-browser, and best of all, has increased our month-on-month product sales significantly.

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- Matt Charipar,
VP Sales,
Hunter's Specialties

The Solution: Hunter's Specialties turned to MediaTile's innovative "Digital Sign in a Box," system. The MediaTile system is an all-in-one, fully integrated digital signage solution that dramatically simplifies the deployment and operation of a network of in-store promotional displays. Displays across the country could be individually or collectively controlled from a web-browser.

The MediaTile Advantage:

- Simple, easy to deploy Digital Sign in a Box solution
- Commercial-grade high-definition LCD displays that deliver high-impact messages
- Extremely easy to operate and manage using MediaTile's web-based Broadcast Portal
- Built-in touch screen support is ready for next, interactive touch-screen campaign.
- Touch-track reporting captures user interaction for market intelligence



About MediaTile: The MediaTile Company is a worldwide supplier of award-winning, Cellular Digital Signage™ and web-based SaaS solutions that are remarkably easy-to-deploy and operate. Just add power to the all-in-one displays or media players and use the MediaCast system to manage and monitor your merchandising, informational or interactive communications network. MediaTile solutions support leading 3G and 4G wireless broadband networks including AT&T, Sprint, VerizonWireless, TELUS and others, and work with industry-standard displays to give you maximum business flexibility. Backed by our MediaServices team, a 99.9% uptime guarantee, and end-to-end service and support, your network will be up and running in record time, with record results. Visit: www.mediatile.com