

For Immediate Release

YCD LAUNCHES A REAL-TIME ANALYTICS TOOL TO ENABLE RETAILER TO MEASURE AUDIENCE AND IMPROVE TARGETED ADVERTISING.

New York, Digital Signage Week, October 31, 2018 – YCD Multimedia, a leading global provider of advanced digital signage software solutions announces the launch of YCD INSIGHT, a new real time analytics tool that provides demographic statistics on in store visitors. YCD Insight counts the number of in-store visitors and provides data on shopper age, gender and viewing angle.

When combined with YCD Cnario content management system, retailers can now adjust the marketing message in real time to the audience in the store and suit the message to specific segments at specific time.

YCD sees a growing need in new ways to measure audience in store in the retail industry. And launched YCD INSIGHT as an answer to this need. With the new real time analytics tool retailers can compare conversion rates between stores, optimize placement of displays for maximum exposure and maximize effectiveness of in-store advertised content by displaying targeted content based on customers demographics

About YCD Multimedia

A global provider of advanced digital signage software solutions, serving the retail, telecom, banking, entertainment, hospitality, educational, transportation, and corporate communication markets.

YCD provides businesses and organizations with a fully-scalable platform to attract and engage customers while communicating their brand. YCD's software offers unmatched capabilities in driving digital signage networks, including high-impact video and mosaic walls in a native, pixel-perfect resolution. To date, the company has partnered with industry-leading customers, including Fortune 500 corporations and some of the world's most recognized brands such as Microsoft, Comcast, AT&T, T-Mobile, Samsung and more. YCD operates worldwide with an international network of partners serving clients around the globe.

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