

Digital signage for pet retail in Thailand

Pet Lovers Centre Continues to Boost Marketing Efforts with CAYIN Digital Signage

BRIEF PROFILE

Place: Bangkok, Thailand

Industry: retail

Solution:

- SMP-2200
- CMS-SE

Pet Lovers Centre, the biggest pet shop chain store in Thailand, is a franchise from Singapore that has done exceptionally well in Thailand. Its storefront projects an air of luxury, high class, and cleanliness, which has made it very popular in the high-income consumer market.



Pet Lovers Centre has long been a user of CAYIN digital signage for two core reasons. The first is to use centralized digital signage to control marketing communication across its branches, which continue to grow by one to two storefronts per year. The second is to boost promotion on screens behind the cashier counters. Pet Lovers Centre's branch at The Mall Bangkae is due for installation this time.

Centralize Control of Marketing Communication Across Branches

Pet Lovers Centre's branch at The Mall Bangkae installed one SMP-2200 player behind its cashier counter. Compact but mighty, the SMP-2200 player gives employees centralized control over all displayed media. Additionally, centralized control allows Pet Lovers Centre to easily update and change its promotions on the fly, helping them stay current and relevant to its customers.





Digital Signage Solution Drives Promotion and Sales

Moreover, the centralized digital signage solution has been a highly effective marketing tool for Pet Lovers Centre. By using digital displays to promote its products and services, Pet Lovers Centre is able to reach a wider audience and deliver targeted messaging to potential customers. Overall, the use of digital signage has had a positive impact on Pet Lovers Centre's promotion efforts and has helped drive sales.

DMAStech Goes Above and Beyond

As a loyal customer of 8 years, Pet Lovers Centre trusts CAYIN digital signage solution and DMAStech to complete an installation whenever a new branch opens. Pet Lovers Centre also rents CMS-SE from DMAStech on a yearly basis.

Pet Lovers Centre's Investment in Digital Signage Pays Off

The implementation of digital signage has had a significant impact on Pet Lovers Centre's marketing efforts. Through the use of dynamic displays, Pet Lovers Centre, including its Mall Bangkae branch, has been able to reach a wider audience and deliver targeted messaging to potential customers across branches. The flexibility of updating promotions and highlighting products has helped Pet Lovers Centre stand out in a competitive market. It's safe to say Pet Lovers Centre's investment in digital signage has proven to be a successful strategy in reaching sales success.



CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions - including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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